

1967 CENSUS OF BUSINESS



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MAJOR RETAIL CENTERS

in Standard Metropolitan Statistical Areas

IOWA



The 1967 Census of Business reports will comprise eight volumes:

- Vols. I, II, III, IV—Retail Trade
- Vols. V, VI—Wholesale Trade
- Vols. VII, VIII—Selected Services

Retail Trade reports are issued first as separate preprints and then brought together in the following volumes:

VOL. I. RETAIL TRADE, SUBJECT REPORTS

A U.S. summary chapter and chapters presenting tabulations based on the following characteristics of individual establishments: sales-size; employment-size; single or multiunit ownership; and legal form of ownership. Statistics are presented for the United States, States, and standard metropolitan statistical areas, by kind of business. This volume consists of the subject reports previously issued as series BC67-RS.

VOL. II. RETAIL TRADE, AREA STATISTICS

A U.S. summary chapter and chapters for each State, the District of Columbia, Guam, and the Virgin Islands. Statistics are presented by kind of business, for counties, cities, standard metropolitan statistical areas, and for selected towns and townships in New England, New Jersey, and Pennsylvania. The kind-of-business detail varies in accordance with the number of retail establishments in an area. This volume consists of the area reports previously issued as series BC67-RA.

VOL. III. MAJOR RETAIL CENTERS

A summary chapter and a chapter for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Each chapter presents data for the major retail centers (MRC's) in the SMSA's and for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA's. Statistics for the CBD are presented for retail trade by kind of business. Data for each major retail center include (a) sales and establishment counts for total retail trade and for three major subgroups of retail trade and (b) establishment counts only, by detailed kind of business. This volume consists of the major retail center reports previously issued as series BC67-MRC.

VOL. IV. RETAIL MERCHANDISE LINE SALES

A U.S. summary chapter and chapters for each State. Each chapter presents statistics on (a) number of establishments and total sales for establishments in a specified kind of business, (b) the number and total sales of those establishments reporting their sales by the 25 broad merchandise lines, (c) the percentage of total sales accounted for by each of the 25 broad lines, and for (d) establishments handling a specific line, what percent of their total sales is represented by sales of that line. Additional merchandise line detail is shown for selected kinds of business. This volume consists of the reports previously issued as series BC67-MLS.

Issued April 1970

This report is a preprint of a corresponding chapter of Vol. III—Retail Trade, Major Retail Centers.

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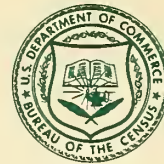
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RETAIL TRADE: MAJOR RETAIL CENTERS

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1967 CENSUS OF BUSINESS



BC67-MRC-16

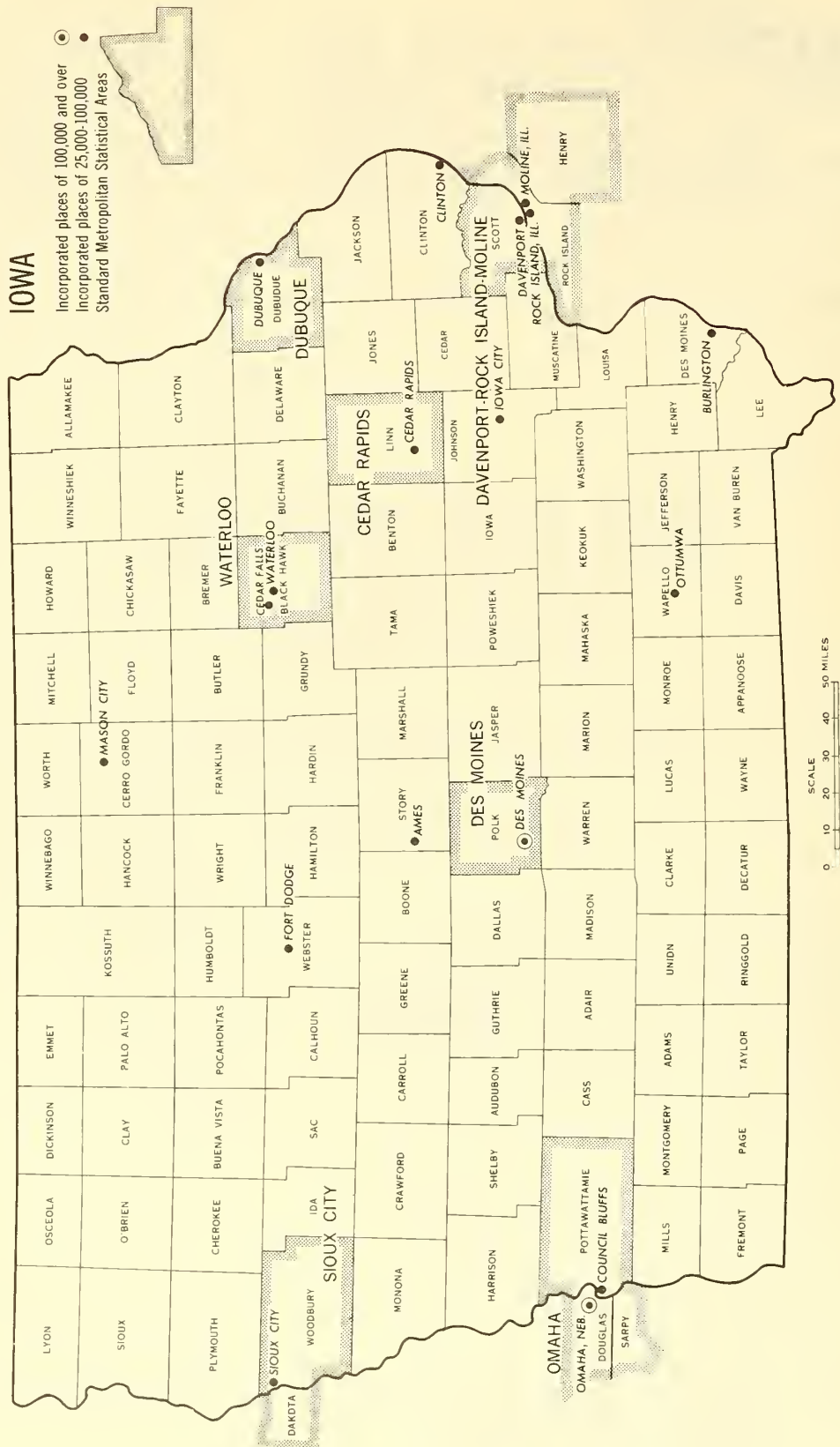
MAJOR RETAIL CENTERS

in Standard Metropolitan
Statistical Areas

IOWA

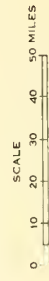


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 ■ Standard Metropolitan Statistical Areas



Introduction

AUTHORITY AND SCOPE—The economic censuses are required by law under Title 13, United States Code, sections 131, 191, and 224. The 1967 Census of Business portion of the economic censuses consists of firms engaged in retail trade, wholesale trade, and selected services (hotels and motels; personal, business, and repair services; and amusement and recreation services including the motion picture industry) which operated in the United States. In addition, the Census of Business covered public warehouses, dental laboratories, law firms, architectural and engineering firms, travel agencies, and truck and bus carriers not subject to economic regulation by the Interstate Commerce Commission. Data for the contract construction industry also were collected in this Census but published in a separate series of reports. The Census of Business also covered Guam and the Virgin Islands. A separate 1967 Census of Business, Manufacturers, and Construction for Puerto Rico was conducted jointly with the Commonwealth Government.

KINDS OF BUSINESS COVERED—This series of reports provides findings only for retail stores in the areas covered. Data for nonstore retailers are not included in these reports. For definitions, see appendix A.

AREAS COVERED—This series consists of a summary report and a report for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Data for SMSAs which cross State lines, appear only in the State report in which the SMSA is primarily located. Each report presents data for the major retail centers (MRC's) in the SMSA's. Data are also shown for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA.

DELINEATION OF MAJOR RETAIL CENTERS—Two types of major retail centers have been delineated for these reports: (1) Central business districts (CBD's); and (2) concentrations of retail stores (other than CBD's) located in each SMSA.

Since there were no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau (1) in

consultation with local census tract committees defined a CBD as "an area of very high land valuation; an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i.e., to consist of one or more whole census tracts. The emphasis on tract boundaries was based on the fact that census statistics other than those derived from the Census of Business are identified in terms of tract location and therefore can conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of area segments not consistent with the first criterion or to the exclusion of small segments which clearly belonged within the first criterion. It was believed that these shortcomings generally would not prove to be serious and that the differences in area probably would not significantly affect the totals for the items being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant in order to maximize the value of comparisons over time.

In some cities previously established CBD's or similar areas which substantially corresponded to the Census Bureau's requirements for CBD's were accepted for use in the Bureau's program.

Major retail centers (MRC's) are defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas but outside of the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which is classified as a department store.

MRC's include not only the planned suburban shopping centers but also the older "string" street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved, to include all of the center.

Because MRC's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) without infringement of the Bureau's legal requirement for maintenance of confidentiality. For this reason, it is necessary to limit the sales figures for MRC's to only—

1. Retail stores, total.
2. Convenience goods stores, i.e., food stores (SIC 54); eating and drinking places (SIC 58); and drug, proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53 part); apparel, accessory stores (SIC 56); and furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 59, except 591).

This report series was started as a part of the 1954 Census of Business, at which time data were provided for a total of 95 CBD's. In the 1958 Census of Business additional CBD's were defined and MRC's were identified for the first time. At that time data were published for

109 CBD's and for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's located in 116 SMSA's and for 972 MRC's. The present series will include data for about 1,700 MRC's located in the 230 SMSA's in the United States and for 134 CBD's.

CENSUS DISCLOSURE RULES—In accordance with Federal law governing census reports, any data which would disclose the operations of an individual establishment or business organization are not published. However, the number of establishments in a kind of business is not considered a disclosure, so that this item may appear in instances where other items of information for the same kind of business or locality are withheld.

STANDARD METROPOLITAN STATISTICAL AREAS—The standard metropolitan statistical areas (SMSA's) included in these reports are those defined by the Bureau of the Budget in 1967.¹

¹Executive Office of the President, Bureau of the Budget, **Standard Metropolitan Statistical Areas, 1967**, as amended January 15, 1968.

MAJOR RETAIL CENTERS
IN STANDARD METROPOLITAN
STATISTICAL AREAS

Iowa

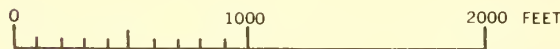
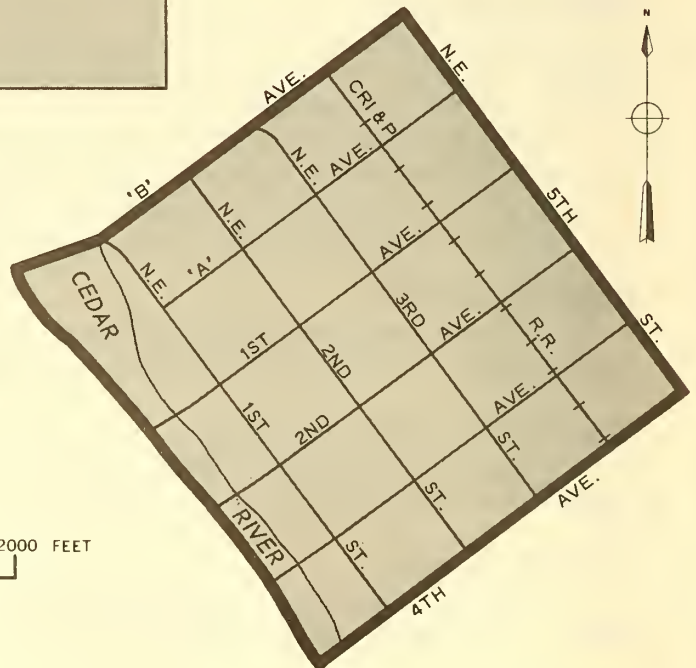
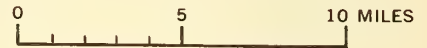
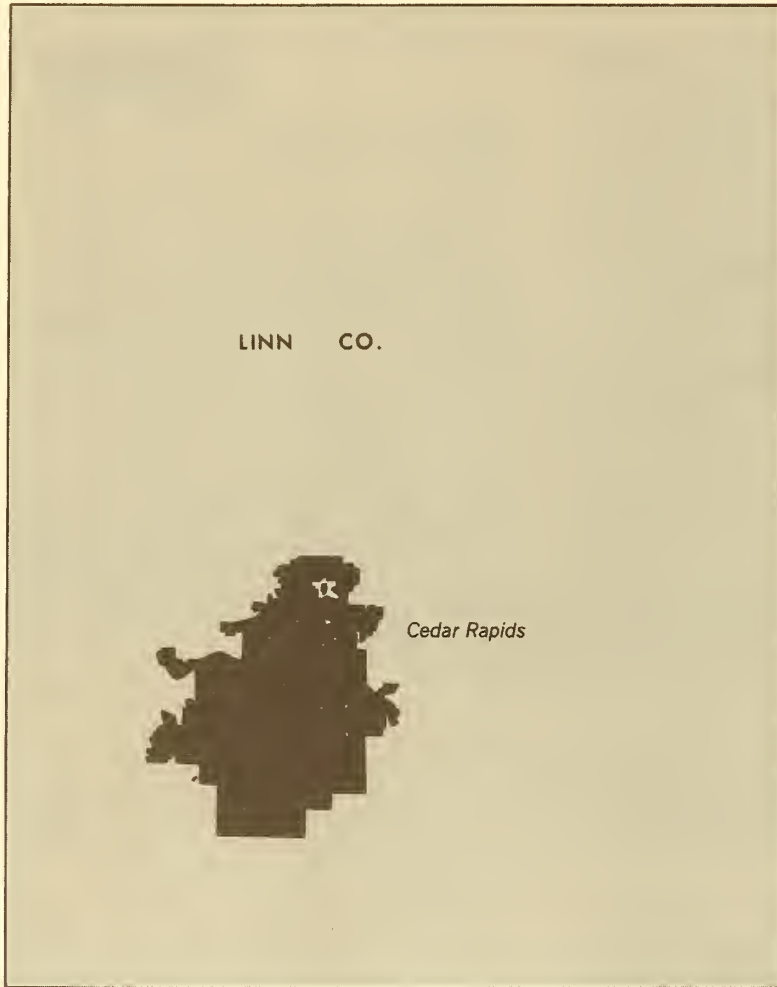
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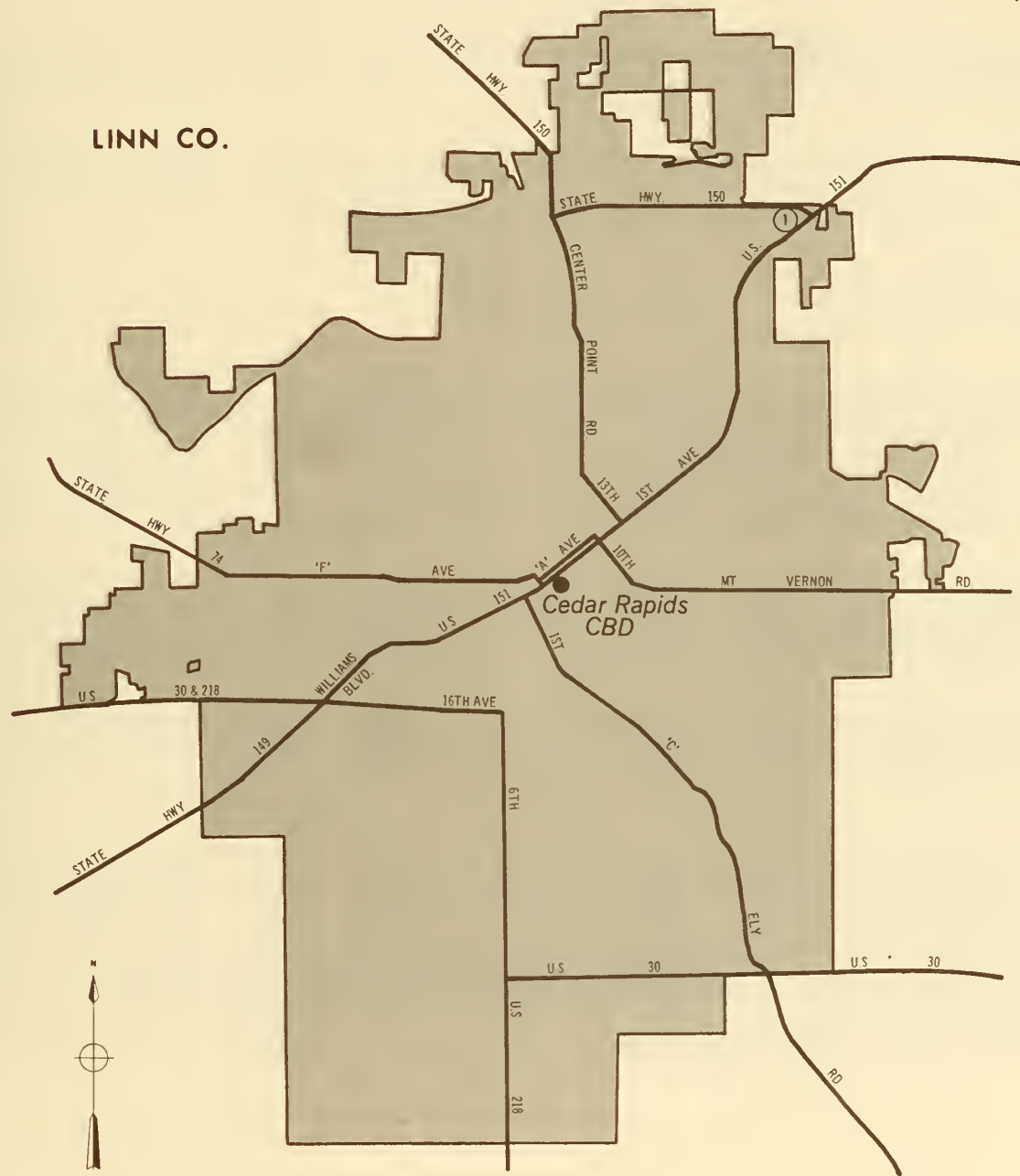
CEDAR RAPIDS, IOWA

Standard Metropolitan Statistical Area and Central Business District



CEDAR RAPIDS, IOWA

City and Major Retail Centers



- Central Business District
- ① Major Retail Centers

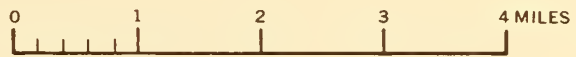


TABLE 1. The Central Business District: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	118	48 214	8 409	2 198	157	45 922	7 884
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	5	(D)	(D)	(D)	4	646	97
5251	HARDWARE STORES.	2	(D)	(D)	(D)	2	(D)	(D)
52 EX. 5251	OTHER.	3	(D)	(D)	(D)	2	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	10	23 636	4 523	1 209	10	19 597	3 588
531	DEPARTMENT STORES.	4	20 225	3 810	974	4	17 741	3 246
533	VARIETY STORES	3	(D)	(D)	(D)	3	1 727	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	3	(D)	(D)	(D)	3	129	(D)
54	FOOD STORES.	3	(D)	(D)	(D)	5	(D)	(D)
55 EX. 554	AUTOMOTIVE DEALERS	3	(D)	(D)	(D)	6	1 302	176
55 PT. (554)	GASOLINE SERVICE STATIONS.	6	355	42	17	5	454	71
56	APPAREL AND ACCESSORY STORES	21	4 295	657	205	35	6 084	1 047
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	10	2 451	352	111	13	3 525	684
562	WOMEN'S READY-TO-WEAR STORES	4	1 831	260	78	8	3 236	602
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	11	1 844	305	94	22	2 559	363
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	3	(D)	(D)	(D)	5	547	109
565	FAMILY CLOTHING STORES ³	-	-	-	-	2	(D)	(D)
566	SHOE STORES ³	7	1 454	230	75	12	1 923	252
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	1	(D)	(D)	(D)	3	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	16	7 338	1 250	251	20	6 672	1 159
5712	FURNITURE STORES	7	4 766	770	139	9	4 009	593
OTHER 571	HOME FURNISHINGS STORES.	1	(D)	(D)	(D)	1	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	8	(D)	(D)	(D)	10	(D)	(D)
58	EATING AND DRINKING PLACES	19	2 270	667	252	21	2 046	562
5812	EATING PLACES.	13	1 961	603	225	16	1 829	529
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES).	6	309	64	27	5	217	33
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	4	(D)	(D)	(D)	4	(D)	(D)
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	31	6 040	694	165	47	5 720	700
592	LIQUOR STORES.	2	(D)	(D)	(D)	2	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS.	3	257	29	6	3	225	24
597	JEWELRY STORES	11	1 652	276	45	9	1 095	198
5992	FLORISTS	2	(D)	(D)	(D)	2	(D)	(D)

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ^RRevised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.
³1967 data limited to "employer" establishments.
⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	794	226 394	(D)	(D)	764	172 247	(D)
52	BUILDING MATERIALS, HARWARE, AND FARM EQUIP- MENT DEALERS.	38	14 996	2 039	292	37	9 677	1 358
5251	HARDWARE STORES.	9	1 144	(D)	(D)	9	692	82
52 EX. 5251	OTHER.	29	13 852	(D)	(D)	28	8 985	1 276
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	34	52 413	8 328	2 310	24	34 339	5 597
531	DEPARTMENT STORES.	11	46 777	7 306	1 958	7	(D)	(D)
533	VARIETY STORES	7	(D)	(D)	(D)	8	3 111	580
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	16	(D)	(D)	(D)	9	(D)	(D)
54	FOOD STORES.	88	43 792	3 748	1 097	111	33 723	2 436
55 EX. 554	AUTOMOTIVE DEALERS	45	37 479	4 210	619	42	33 037	3 422
55 PT. (554)	GASOLINE SERVICE STATIONS.	128	15 362	1 203	419	125	12 861	1 120
56	APPAREL AND ACCESSORY STORES	49	8 514	1 257	434	63	8 723	1 486
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	22	3 888	610	226	21	4 452	884
562	WOMEN'S READY-TO-WEAR STORES	12	(D)	(D)	(D)	14	(D)	(D)
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	27	4 626	647	208	42	4 271	602
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	5	(D)	(D)	(D)	7	(D)	(D)
565	FAMILY CLOTHING STORES ³	2	(D)	(D)	(D)	4	(D)	(D)
566	SHOE STORES ³	16	3 429	464	149	20	2 794	(D)
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	1	(D)	(D)	(D)	11	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	66	16 194	3 004	589	53	10 417	1 808
5712	FURNITURE STORES	13	6 285	989	180	16	4 783	705
OTHER 571	HOME FURNISHINGS STORES.	15	1 866	361	102	11	1 368	246
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	38	8 043	1 654	307	26	4 266	857
58	EATING AND DRINKING PLACES	187	16 519	3 702	1 494	161	11 590	2 581
5812	EATING PLACES.	111	12 258	3 171	1 271	103	9 126	2 319
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	76	4 261	531	223	58	2 464	262
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	25	8 325	(D)	(D)	24	6 721	993
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	134	12 800	1 608	325	124	11 159	(D)
592	LIQUOR STORES.	6	(D)	(D)	(D)	9	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	10	796	80	12	11	(D)	(D)
597	JEWELRY STORES	15	1 867	314	52	13	(D)	(D)
5992	FLORISTS	9	950	136	33	8	538	88

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

^TRevised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.

³1967 data limited to "employer" establishments.

⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

CEDAR RAPIDS SMSA—Coextensive with Linn County, Iowa

SIC code	Kind of business	1967				1963		
		Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL ¹	1 161	278 678	(D)	(D)	1 094	211 610	25 479
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	76	20 930	2 734	445	79	15 413	1 971
5251	HARDWARE STORES.	20	2 128	303	54	21	1 259	121
52 EX. 5251	OTHER.	56	18 802	2 431	391	58	14 154	1 850
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	50	53 423	8 399	2 345	34	37 266	5 930
531	DEPARTMENT STORES.	11	46 777	7 306	1 958	8	31 401	5 038
533	VARIETY STORES	12	4 080	681	255	11	3 371	610
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	27	2 566	412	132	15	2 494	282
54	FOOD STORES.	139	57 108	4 813	1 400	161	43 382	3 114
55 EX. 554	AUTOMOTIVE DEALERS	67	43 460	4 685	726	60	37 553	3 655
55 PT. (554)	GASOLINE SERVICE STATIONS.	191	21 037	1 593	581	184	17 959	1 489
56	APPAREL AND ACCESSORY STORES	57	9 232	1 317	456	73	9 314	1 537
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	25	4 098	628	230	24	4 616	895
562	WOMEN'S READY-TO-WEAR STORES	14	3 074	438	167	15	3 975	771
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	32	5 134	689	226	49	4 698	642
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	7	1 067	142	54	9	(D)	(D)
565	FAMILY CLOTHING STORES ³	2	(D)	(D)	(D)	6	413	(D)
566	SHOE STORES ³	16	3 429	464	149	23	2 841	371
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	1	(D)	(D)	(D)	11	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	91	18 191	3 201	634	69	11 550	1 887
5712	FURNITURE STORES	20	7 234	(D)	(D)	23	5 512	731
OTHER 571	HOME FURNISHINGS STORES.	16	1 998	(D)	(D)	13	1 376	246
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	55	8 959	1 711	323	33	4 662	910
58	EATING AND DRINKING PLACES	262	20 969	4 639	1 915	235	14 519	3 105
5812	EATING PLACES.	156	15 633	4 015	1 654	150	11 394	2 813
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES).	106	5 336	624	261	85	3 125	292
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	30	9 790	(D)	(D)	32	7 845	1 154
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	198	24 538	2 534	471	167	16 809	1 637
592	LIQUOR STORES.	8	4 579	(D)	(D)	10	3 821	147
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	14	835	(D)	(D)	12	688	78
597	JEWELRY STORES	19	1 974	324	55	15	1 348	230
5992	FLORISTS	10	1 268	208	40	8	538	88

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. * Revised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.
³1967 data limited to "employer" establishments.
⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA-Percent Change and Percent Distribution: 1967

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL ¹	5.0	31.4	31.7	100.0	100.0	100.0
52	BUILDING MATERIALS, HARWARE, AND FARM EQUIP- MENT DEALERS	(D)	55.0	35.8	(D)	6.6	7.5
5251	HARDWARE STORES	(D)	65.3	69.0	(D)	0.5	0.8
52 EX. 5251	OTHER	(D)	54.2	32.8	(D)	6.1	6.7
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	20.6	52.6	43.3	49.0	23.1	19.2
531	DEPARTMENT STORES	14.0	(D)	49.0	41.9	20.7	16.8
533	VARIETY STORES	(D)	(D)	21.0	(D)	(D)	1.5
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	(D)	-12.7	2.9	(D)	(D)	0.9
54	FOOD STORES	(D)	29.8	31.6	(D)	19.3	20.5
55 EX. 554	AUTOMOTIVE DEALERS.	(D)	13.4	15.7	(D)	16.6	15.6
55 PT.(554)	GASOLINE SERVICE STATIONS	-21.8	19.4	17.1	0.7	6.8	7.6
56	APPAREL AND ACCESSORY STORES.	-29.4	-2.4	-0.9	8.9	3.7	3.3
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	-30.5	-12.7	-11.2	5.1	1.7	1.5
562	WOMEN'S READY-TO-WEAR STORES	-43.4	-25.5	-22.7	3.8	(D)	1.1
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	-28.0	8.3	9.3	3.8	2.0	1.8
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	10.0	55.4	57.5	15.2	7.2	6.5
5712	FURNITURE STORES.	18.9	31.4	31.2	9.9	2.8	2.6
OTHER 571	HOME FURNISHINGS STORES	(D)	36.4	45.2	(D)	0.8	0.7
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES	(D)	88.5	92.2	(D)	3.6	3.2
58	EATING AND DRINKING PLACES.	11.0	42.5	44.4	4.7	7.3	7.5
5812	EATING PLACES	7.2	34.3	37.2	4.1	5.4	5.6
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	42.4	72.9	70.8	0.6	1.9	1.9
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	(D)	23.9	24.8	(D)	3.7	3.5
59 EX. 591	MISCELLANEOUS RETAIL STORES ²	5.6	14.7	46.0	12.5	5.7	8.8
592	LIQUOR STORES	(D)	(D)	19.8	(D)	(D)	1.6
595	SPORTING GOODS STORES, BICYCLE SHOPS.	(D)	(D)	21.4	0.5	0.4	0.3
597	JEWELRY STORES.	50.9	(D)	46.4	3.4	0.8	0.7
5992	FLORISTS.	(D)	76.6	135.7	(D)	0.4	0.5

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ^rRevised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL ¹	21.3	17.3
52	BUILDING MATERIALS, HAROWARE, AND FARM EQUIPMENT DEALERS.	(D)	(D)
5251	HARDWARE STORES	(D)	(D)
52 EX. 5251	OTHER	(D)	(D)
53 PART	GENERAL MERCHANOISE GROUP STORES ¹	45.1	44.2
531	DEPARTMENT STORES	43.2	43.2
533	VARIETY STORES.	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANOISE STORES.	(D)	(D)
54	FOOD STORES	(D)	(D)
55 EX. 554	AUTOMOTIVE DEALERS.	(D)	(D)
55 PT.(554)	GASOLINE SERVICE STATIONS	2.3	1.7
56	APPAREL AND ACCESSORY STORES.	50.4	46.5
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	63.0	59.8
562	WOMEN'S READY-TO-WEAR STORES.	(D)	59.6
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	39.9	35.9
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES ³	(D)	(D)
565	FAMILY CLOTHING STORES ³	(D)	(D)
566	SHOE STORES ³	42.4	42.4
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	45.3	40.3
5712	FURNITURE STORES.	75.8	65.9
OTHER 571	HOME FURNISHINGS STORES	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	(D)	(D)
58	EATING AND DRINKING PLACES.	13.7	10.8
5812	EATING PLACES	16.0	12.5
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	7.3	5.8
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	(D)	(D)
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	47.2	24.6
592	LIQUOR STORES	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS	32.3	30.8
597	JEWELRY STORES.	88.5	83.7
5992	FLORISTS.	(D)	(D)

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ¹Revised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.
³1967 data limited to "employer" establishments.
⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district	Major retail centers (see descriptions below)
				No. 1
	RETAIL STORES, TOTAL: ¹			
	NUMBER.	1 161	118	45
	SALES \$1,000.	278 678	48 214	31 395
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER.	431	26	10
	SALES \$1,000.	87 867	4 642	4 229
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²			
	NUMBER.	198	47	25
	SALES \$1,000.	80 846	35 269	25 995
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER.	532	45	10
	SALES \$1,000.	109 965	8 303	1 171
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	1 161	118	45
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS.	76	5	1
5251	HARDWARE STORES	20	2	-
52 EX. 5251	OTHER	56	3	1
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	50	10	7
531	DEPARTMENT STORES	11	4	5
533	VARIETY STORES.	12	3	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	27	3	1
54	FOOD STORES	139	3	3
55 EX. 554	AUTOMOTIVE DEALERS.	67	3	2
55 PT. (554)	GASOLINE SERVICE STATIONS	191	6	2
56	APPAREL AND ACCESSORY STORES.	57	21	14
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	25	10	7
562	WOMEN'S READY-TO-WEAR STORES.	14	4	4
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	32	11	7
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	91	16	4
5712	FURNITURE STORES.	20	7	-
OTHER 571	HOME FURNISHING STORES.	16	1	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES.	55	8	4
58	EATING AND DRINKING PLACES.	262	19	5
5812	EATING PLACES	156	13	4
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	106	6	1
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	30	4	2
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	198	31	5
592	LIQUOR STORES	8	2	-
595	SPORTING GOODS STORES, BICYCLE SHOPS.	14	3	-
597	JEWELRY STORES.	19	11	2
5992	FLORISTS.	10	2	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

^rRevised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

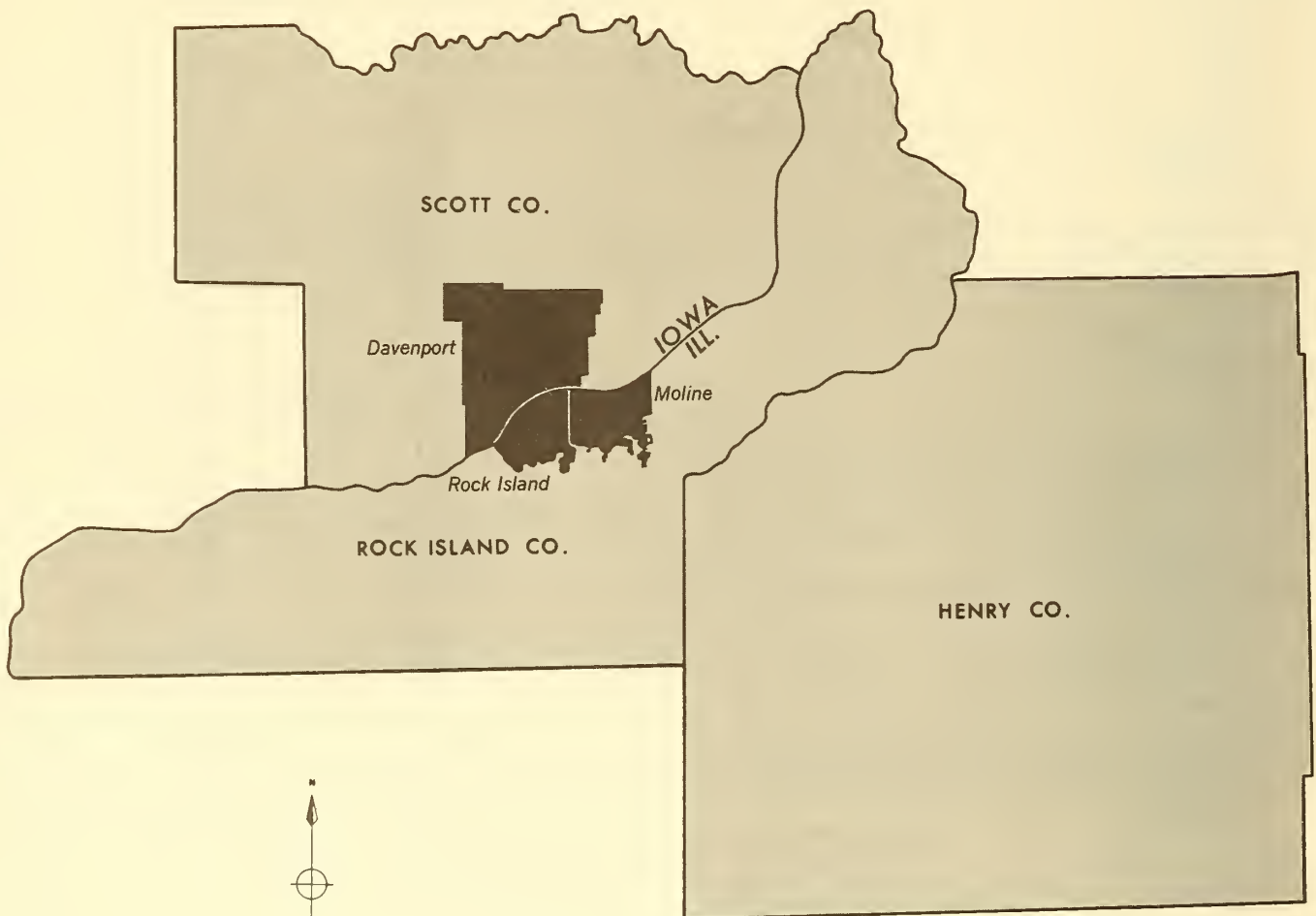
²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.

³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1. Includes the planned center known as "Lindale Plaza" and establishments on 1st Ave. N.E. from Collins Road to intersection of Glenbrook Drive. (Cedar Rapids)

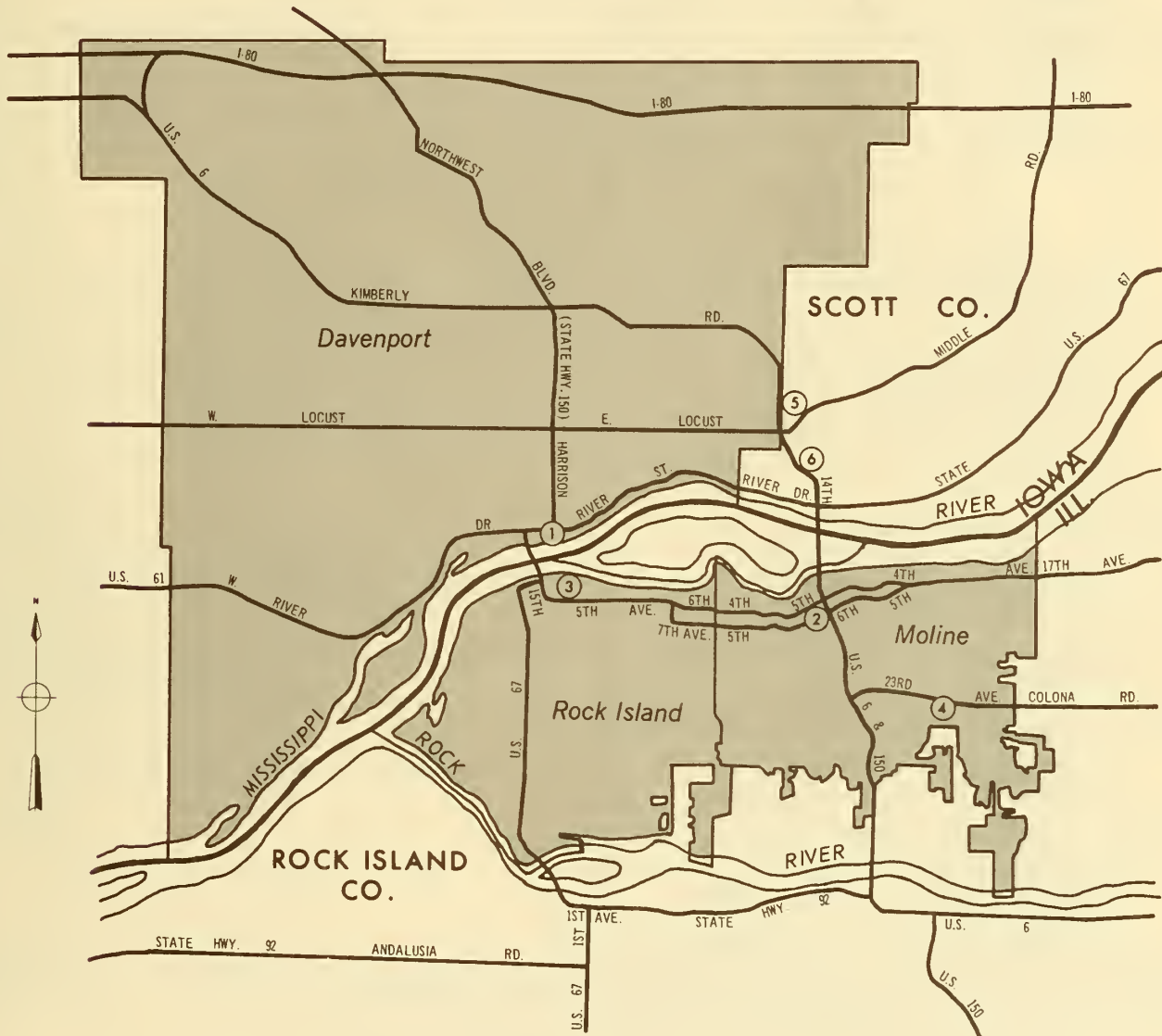
DAVENPORT-ROCK ISLAND-MOLINE, IOWA-ILL.

Standard Metropolitan Statistical Area



DAVENPORT-ROCK ISLAND-MOLINE, IOWA-ILL.

Cities and Major Retail Centers



① Major Retail Centers

MRC #7, Kewanee, is located off the map - southeast of Moline on State Hwy. 78.

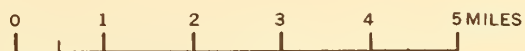


TABLE 1. Major Retail Centers in the SMSA: 1967

DAVENPORT-ROCK ISLAND-MOLINE, IOWA-ILL., SMSA—Consists of Scott County, Iowa, and Rock Island and Henry Counties, Ill.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)	
			No. 1	
	RETAIL STORES, TOTAL: ¹			
	NUMBER	2 784		185
	SALES. \$1,000.	622 935		79 808
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER	1 149		57
	SALES. \$1,000.	210 335		7 036
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²			
	NUMBER	418		58
	SALES. \$1,000.	149 878		43 620
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER	1 217		70
	SALES. \$1,000.	262 722		29 152
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	2 784		185
52	BUILDING MATERIALS, HARWARE, AND FARM EQUIPMENT DEALERS.	162		5
5251	HARWARE STORES.	30		1
52 EX. 5251	OTHER.	132		4
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	105		7
531	DEPARTMENT STORES.	18		4
533	VARIETY STORES	31		2
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	56		1
54	FOOD STORES.	338		9
55 EX. 554	AUTOMOTIVE DEALERS	187		14
55 PT. (554)	GASOLINE SERVICE STATIONS.	362		8
56	APPAREL AND ACCESSORY STORES	149		30
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	59		16
562	WOMEN'S READY-TO-WEAR STORES	34		10
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	90		14
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	164		21
5712	FURNITURE STORES	49		7
OTHER 571	HOME FURNISHING STORES	37		4
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	78		10
58	EATING AND DRINKING PLACES	726		43
5812	EATING PLACES.	393		24
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES).	333		19
59 EX. (591)	DRUG STORES AND PROPRIETARY STORES	85		5
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	506		43
592	LIQUOR STORES.	37		1
595	SPORTING GOODS STORES, BICYCLE SHOPS	35		1
597	JEWELRY STORES	45		11
5992	FLORISTS	41		2

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ^RRevised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.
³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.
MRC No. 1. Includes the establishments in the area bounded by: C.R.I. and P. R.R., C.R.I. and P. R.R., City limits (State line), Centennial Bridge, Gaines extended, Gaines, River Dr. and Warren. (Davenport city) Tract: 105

TABLE 1. Major Retail Centers in the SMSA: 1967 -Continued

SIC code	Kind of business	Major retail centers-Continued (see descriptions below)		
		No. 2	No. 3	No. 4
	RETAIL STORES, TOTAL: ¹			
	NUMBER	125	129	13
	SALES \$1,000. . .	27 741	28 271	19 762
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER	52	49	4
	SALES \$1,000. . .	5 940	6 748	6 556
53 PT.56,57	SHOPPING GOOOS STORES (GAF): ²			
	NUMBER	38	33	9
	SALES \$1,000. . .	11 033	10 796	13 206
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER	35	47	-
	SALES \$1,000. . .	10 768	10 727	-
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	125	129	13
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT			
	DEALERS	5	7	-
5251	HARDWARE STORES	2	1	-
52 EX. 5251	OTHER	3	6	-
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	6	5	2
531	DEPARTMENT STORES	2	2	1
533	VARIETY STORES	3	2	1
539	MISCELLANEOUS GENERAL MERCHANOISE STORES	1	1	-
54	FOOD STORES	12	3	2
55 EX. 554	AUTOMOTIVE DEALERS	8	12	-
55 PT.(554)	GASOLINE SERVICE STATIONS	8	7	-
56	APPAREL AND ACCESSORY STORES	21	17	4
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	5	5	2
562	WOMEN'S READY-TO-WEAR STORES	2	3	2
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	16	12	2
57	FURNITURE, HOME FURNISHINGS, ANO EQUIPMENT STORES	11	11	3
5712	FURNITURE STORES	6	6	1
OTHER 571	HOME FURNISHING STORES	1	-	1
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	4	5	1
58	EATING ANO ORINKING PLACES	37	42	-
5812	EATING PLACES	22	22	-
5813	ORINKING PLACES (ALCOHOLIC BEVERAGES)	15	20	-
59 PT.(591)	ORUG STORES ANO PROPRIETARY STORES	3	4	2
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	14	21	-
592	LIQUOR STORES	1	3	-
595	SPORTING GOOOS STORES, BICYCLE SHOPS	-	4	-
597	JEWELRY STORES	5	4	-
5992	FLORISTS	-	1	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

^rRevised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.

³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 2. Includes the establishments in the area bounded by: C.R.I. and P. R.R., 20th St., 7th Ave., 13th St., 6th Ave., 6th Ave. Pl., 5th Ave., 11th St. and 11th St. extended. (Moline city)

MRC No. 3. Includes the establishments in the area bounded by: Rock Island city limits (Mississippi River, Sylvan Slough), 24th St., 5th Ave., 17th St., 5th Ave., 15th St., 4th Ave., 14th St. and 14th St. extended. (Rock Island city)

MRC No. 4. Includes the planned center known as "Kings Plaza Shopping Center" at the intersection of 23rd Ave. (Rte. No. 92) and 36th St. (Moline)

TABLE 1. Major Retail Centers in the SMSA: 1967—Continued

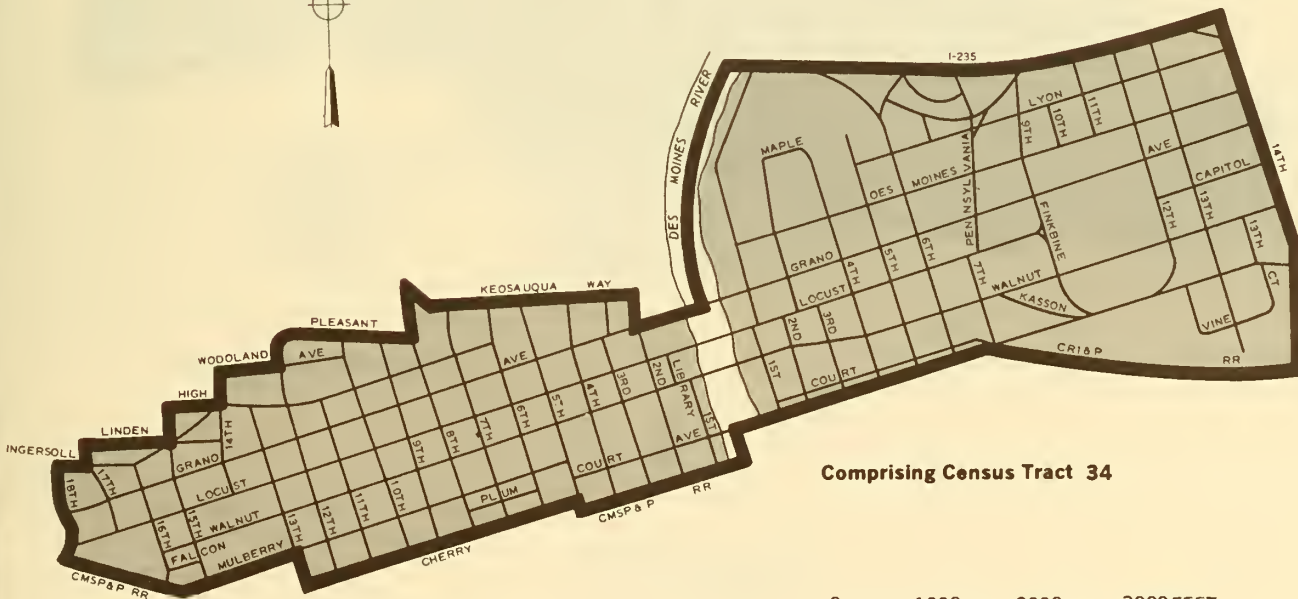
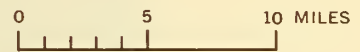
SIC code	Kind of business	Major retail centers—Continued (see descriptions below)		
		No. 5	No. 6	No. 7
	RETAIL STORES, TOTAL: ¹			
	NUMBER	27	17	60
	SALES \$1,000.	13 686	7 398	15 563
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER	8	4	12
	SALES \$1,000.	7 163	3 920	5 187
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²			
	NUMBER	14	9	32
	SALES \$1,000.	5 894	3 062	8 315
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER	5	4	16
	SALES \$1,000.	629	416	2 061
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	27	17	60
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT			
	DEALERS	-	1	5
5251	BARWARE STORES	-	1	1
52 EX. 5251	OTHER	-	-	4
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	3	3	9
531	DEPARTMENT STORES	1	1	1
533	VARIETY STORES	1	1	2
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	1	1	6
54	FOOD STORES	6	1	5
55 EX. 554	AUTOMOTIVE DEALERS	1	-	2
55 PT. (554)	GASOLINE SERVICE STATIONS	-	-	2
56	APPAREL AND ACCESSORY STORES	10	3	13
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	4	2	7
562	WOMEN'S READY-TO-WEAR STORES	2	1	6
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	6	1	6
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	1	3	10
5712	FURNITURE STORES	-	2	3
OTHER 571	HOME FURNISHING STORES	-	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	1	1	7
58	EATING AND DRINKING PLACES	1	2	4
5812	EATING PLACES	1	1	3
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	-	1	1
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	1	1	3
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	4	3	7
592	LIQUOR STORES	-	-	-
595	SPORTING GOODS STORES, BICYCLE SHOPS	-	-	1
597	JEWELRY STORES	1	-	3
5992	FLORISTS	-	-	-

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ¹Revised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.
³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 5. Includes the planned center known as "Duck Creek Shopping Center" at the intersection of Middle Rd. and Kimberly Rd. (Bettendorf)
MRC No. 6. Includes the planned center known as "Village Shopping Center" on Kimberly Road. (Bettendorf)
MRC No. 7. Includes establishments on Main St. from Central St. to 3rd St., on W. 1st St. from Main St. to Chestnut St., on Tremont St. from 1st St. to 3rd St., and on W. 2nd St. from Main St. to Chestnut St. (Kewanee)

DES MOINES, IOWA

Standard Metropolitan Statistical Area
and Central Business District
1967



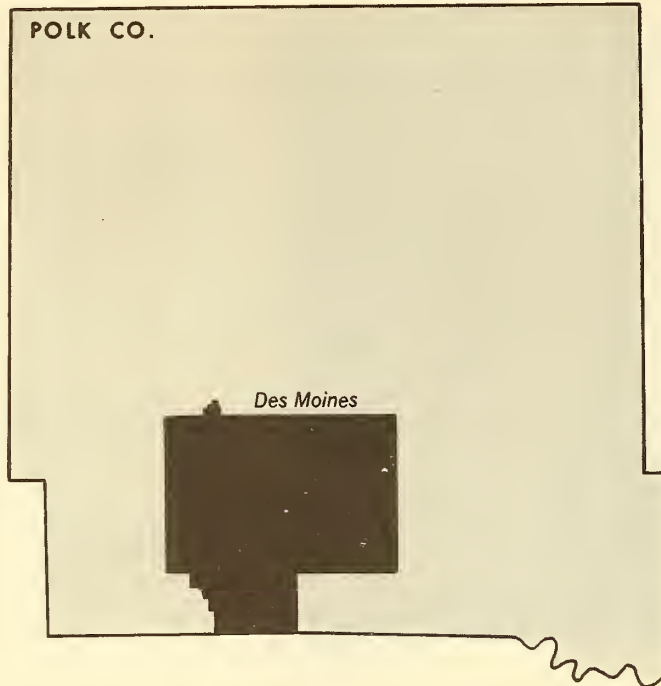
Comprising Census Tract 34



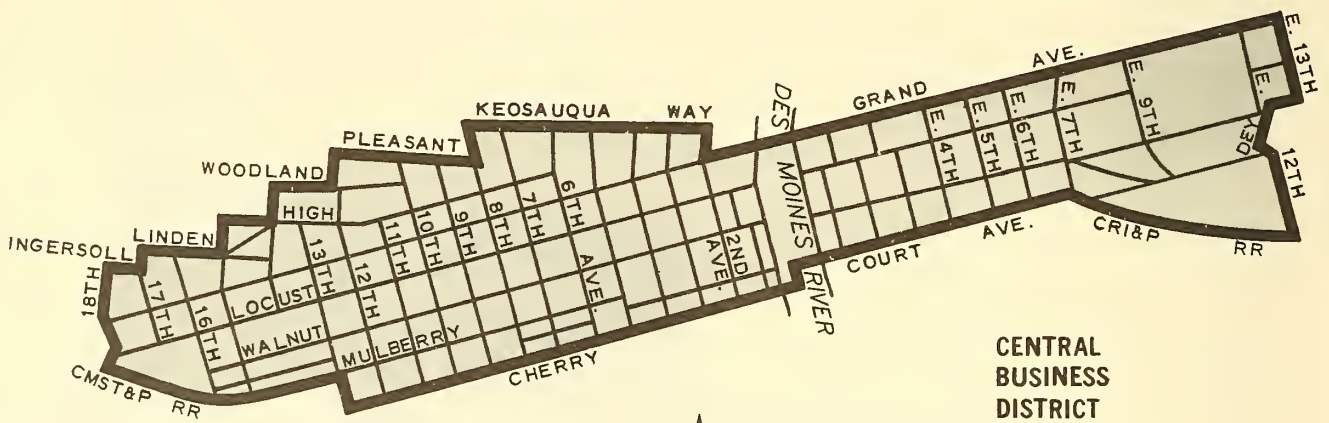
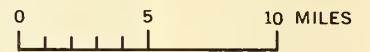
DES MOINES, IOWA

Standard Metropolitan Statistical Area, Central Business District, and Major Retail Centers

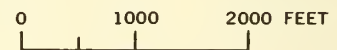
1963



STANDARD METROPOLITAN
STATISTICAL AREA
& CENTRAL CITY

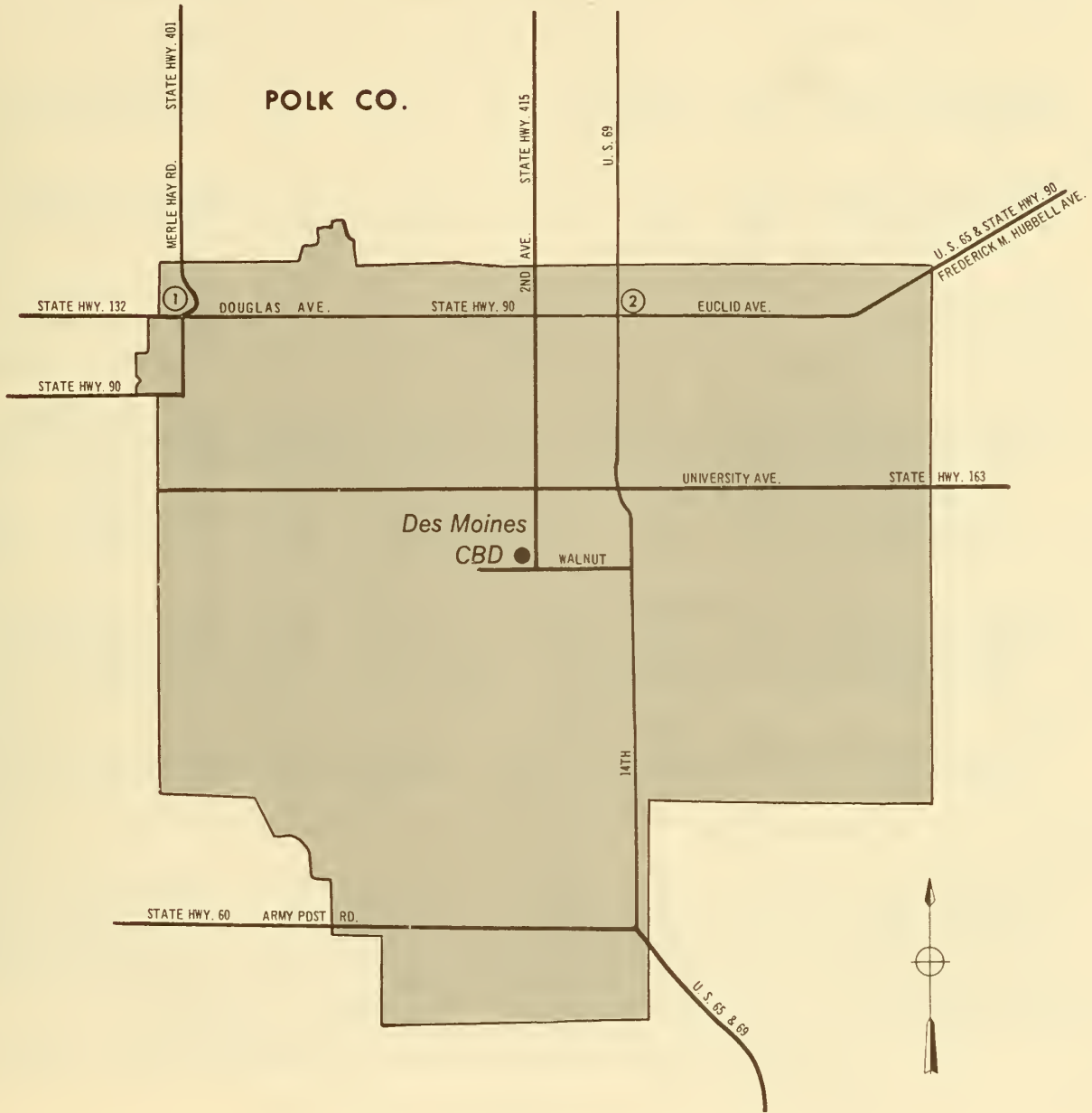


Comprising Census Tract 34



DES MOINES, IOWA

City and Major Retail Centers



- Central Business District
- ① Major Retail Centers

TABLE 1. The Central Business District: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	319	129 045	20 093	5 209	419	131 830	19 640
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	8	2 686	409	75	15	3 087	572
5251	HARDWARE STORES.	3	494	106	21	6	800	179
52 EX. 5251	OTHER.	5	2 192	303	54	9	2 287	393
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	14	35 378	7 878	2 312	13	31 945	6 676
531	DEPARTMENT STORES.	3	31 769	7 235	2 102	3	28 366	6 052
533	VARIETY STORES	4	2 679	524	175	6	3 101	571
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	7	930	119	35	4	478	53
54	FOOD STORES.	11	1 228	123	37	20	2 704	263
55 EX. 554	AUTOMOTIVE DEALERS	27	48 663	4 513	680	29	49 475	4 386
55 PT.(554)	GASOLINE SERVICE STATIONS.	15	1 924	230	64	19	1 835	236
56	APPAREL AND ACCESSORY STORES	45	13 909	2 487	705	57	13 240	2 140
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS WOMEN'S READY-TO-WEAR STORES	13	5 468	1 072	363	16	5 274	898
562	OTHER APPAREL AND ACCESSORY STORES ²	10	5 226	1 025	355	10	4 875	823
OTHER 56	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	32	8 441	1 415	342	41	7 966	1 242
561	FAMILY CLOTHING STORES ³	12	3 060	579	131	15	(D)	(D)
565	SHOE STORES ³	2	(D)	(D)	(D)	2	(D)	(D)
566	APPAREL AND ACCESSORY STORES, N.E.C. ³	14	2 646	445	114	21	2 568	426
564, 7, 9		3	182	(D)	(D)	3	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	20	4 827	878	156	32	7 845	1 651
5712	FURNITURE STORES	4	(D)	(D)	(D)	10	5 584	1 227
OTHER 571	HOME FURNISHINGS STORES.	1	(D)	(D)	(D)	4	911	205
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	15	2 274	370	77	18	1 350	219
58	EATING AND DRINKING PLACES	106	6 636	1 555	679	110	5 926	1 412
5812	EATING PLACES.	68	5 029	1 299	564	74	4 934	1 297
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES).	38	1 607	256	115	36	992	115
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	12	3 231	463	150	17	2 957	485
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	61	10 563	1 557	351	107	12 816	1 819
592	LIQUOR STORES.	4	(D)	(D)	(D)	8	3 382	192
595	SPORTING GOODS STORES AND BICYCLE SHOPS.	2	(D)	(D)	(D)	4	(D)	(D)
597	JEWELRY STORES	9	2 356	411	97	12	2 398	454
5992	FLORISTS	6	606	146	39	8	626	128

Note: Boundaries of the CBD for 1967 are significantly different from 1963 (See CBD maps) markedly affecting comparability of data for these two census years.

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. [†]Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.

³1967 data limited to "employer" establishments.

⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	1 770	440 413	(D)	(D)	1 728	348 592	(D)
52	BUILDING MATERIALS, HARWARE, AND FARM EQUIP- MENT DEALERS	90	18 500	2 524	385	(D)	15 562	2 225
5251	HARWARE STORES	32	2 553	(D)	(D)	32	2 559	359
52 EX. 5251	OTHER	58	15 947	(D)	(D)	73	13 003	1 866
53 PART	GENERAL MERCHANOISE GROUP STORES ¹	63	94 300	15 567	4 461	40	63 687	10 228
531	DEPARTMENT STORES	11	(D)	(D)	(D)	7	53 416	8 744
533	VARIETY STORES	18	6 928	(D)	(D)	16	5 327	914
539	MISCELLANEOUS GENERAL MERCHANOISE STORES	34	(D)	1 303	355	17	4 944	570
54	FOOD STORES	191	92 460	7 743	2 150	225	73 453	5 644
55 EX. 554	AUTOMOTIVE DEALERS	113	80 231	7 194	1 245	113	74 837	6 575
55 PT. (554)	GASOLINE SERVICE STATIONS	282	31 567	2 713	894	267	23 768	2 194
56	APPAREL AND ACCESSORY STORES	121	28 555	4 615	1 360	111	20 358	3 085
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	46	12 860	2 159	723	40	8 465	1 357
562	WOMEN'S READY-TO-WEAR STORES	37	(D)	(D)	(D)	28	7 468	1 168
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	75	15 695	2 456	637	71	11 893	1 728
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	21	(D)	(D)	(D)	21	(D)	(D)
565	FAMILY CLOTHING STORES ³	8	(D)	(D)	(D)	8	(D)	(D)
566	SHOE STORES ³	31	(D)	(D)	(D)	30	(D)	(D)
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	9	(D)	(D)	(D)	12	677	69
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	122	20 588	3 192	599	119	17 057	3 024
5712	FURNITURE STORES	25	6 596	1 178	186	36	8 948	1 723
OTHER 571	HOME FURNISHINGS STORES	28	2 499	(D)	(D)	27	2 295	426
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES	69	11 493	(D)	(D)	56	5 814	875
58	EATING AND DRINKING PLACES	438	32 985	7 798	3 544	412	23 616	5 521
5812	EATING PLACES	307	27 550	6 996	3 210	305	20 193	5 136
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	131	5 435	802	334	107	3 423	385
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	70	15 681	2 213	636	78	13 072	1 820
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	280	25 546	(D)	(D)	258	23 182	(D)
592	LIQUOR STORES	9	(D)	(D)	(D)	21	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS	16	(D)	65	10	13	1 004	138
597	JEWELRY STORES	17	2 864	(D)	(D)	20	(D)	(D)
5992	FLORISTS	23	2 525	559	150	22	1 660	374

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ^rRevised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.

³1967 data limited to "employer" establishments.

⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

DES MOINES SMSA—Coextensive with Polk County, Iowa

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	2 178	527 041	65 681	18 290	2 068	395 624	47 579
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	125	27 196	3 581	548	137	21 405	2 902
5251	HARDWARE STORES.	42	3 192	(0)	(0)	37	2 708	374
52 EX. 5251	OTHER.	83	24 004	(0)	(0)	100	18 697	2 528
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	77	100 421	16 257	4 700	48	63 959	10 254
531	DEPARTMENT STORES.	12	82 450	13 733	3 905	7	53 416	8 744
533	VARIETY STORES	21	7 182	(0)	(0)	19	5 428	930
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	44	10 789	(0)	(0)	22	5 115	580
54	FOOD STORES.	233	119 635	10 140	2 784	271	91 654	6 937
55 EX. 554	AUTOMOTIVE DEALERS	140	98 163	8 493	1 407	128	81 180	7 075
55 PT.(554)	GASOLINE SERVICE STATIONS.	358	40 428	3 610	1 137	334	29 659	2 686
56	APPAREL AND ACCESSORY STORES	132	29 260	4 704	1 393	118	21 025	3 185
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	48	12 963	2 166	727	43	8 851	1 433
562	WOMEN'S READY-TO-WEAR STORES	39	12 268	(0)	(0)	31	7 854	1 244
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	84	16 297	2 538	666	75	12 174	1 752
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	22	6 641	1 143	258	21	4 225	751
565	FAMILY CLOTHING STORES ³	10	4 087	567	155	9	3 182	334
566	SHOE STORES ³	32	5 058	762	226	32	4 037	593
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	10	411	66	27	13	730	74
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	150	24 879	3 686	693	142	18 604	3 233
5712	FURNITURE STORES	33	9 426	1 457	249	42	9 357	1 774
OTHER 571	HOME FURNISHINGS STORES.	32	2 571	503	105	33	2 399	441
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	85	12 882	1 726	339	67	6 848	1 018
58	EATING AND DRINKING PLACES	527	38 232	8 875	4 043	504	26 821	6 147
5812	EATING PLACES.	361	31 280	7 860	3 625	368	22 559	5 684
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES).	166	6 952	1 015	418	136	4 262	463
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	79	17 157	2 425	697	85	13 969	1 932
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	357	31 670	3 910	888	301	27 348	3 228
592	LIQUOR STORES.	10	9 000	(0)	(0)	23	7 916	375
595	SPORTING GOODS STORES AND BICYCLE SHOPS.	28	1 492	118	25	16	1 127	146
597	JEWELRY STORES	20	2 929	464	115	23	2 980	537
5992	FLORISTS	28	2 855	628	165	25	1 794	413

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. [†]Revised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA-Percent Change and Percent Distribution: 1967

SIC code	Kind of business	Percent change in sales 1963 to 1967		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL ¹	26.3	33.2	100.0	100.0	100.0
52	BUILDING MATERIALS, HAROWARE, AND FARM EQUIPMENT DEALERS	18.9	27.0	2.1	4.2	5.2
5251	HAROWARE STORES	-0.2	17.9	0.4	0.6	0.6
52 EX. 5251	OTHER	22.6	28.4	1.7	3.6	4.6
53 PART	GENERAL MERCHANOISE GROUP STORES ¹	48.1	57.0	27.4	21.4	19.0
531	DEPARTMENT STORES	(D)	54.3	24.6	(D)	15.6
533	VARIETY STORES	30.0	32.3	2.1	1.6	1.4
539	MISCELLANEOUS GENERAL MERCHANOISE STORES	(D)	110.9	0.7	(D)	2.0
54	FOOD STORES	25.9	30.5	1.0	20.9	22.7
55 EX. 554	AUTOMOTIVE DEALERS	7.2	20.9	37.7	18.2	18.6
55 PT.(554)	GASOLINE SERVICE STATIONS	32.8	36.3	1.5	7.2	7.7
56	APPAREL AND ACCESSORY STORES	40.3	39.2	10.8	6.5	5.6
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	51.9	46.4	4.2	2.9	2.5
562	WOMEN'S READY-TO-WEAR STORES	(D)	56.2	4.0	(D)	2.3
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	32.0	33.9	6.6	3.6	3.1
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	20.7	33.7	3.7	4.7	4.7
5712	FURNITURE STORES	-26.3	0.7	(D)	1.5	1.8
OTHER 571	HOME FURNISHINGS STORES	8.9	7.2	(D)	0.6	0.5
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES	97.7	88.1	1.8	2.6	2.4
58	EATING AND DRINKING PLACES	39.7	42.5	5.1	7.5	7.2
5812	EATING PLACES	36.4	38.6	3.9	6.3	5.9
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	58.8	63.1	1.2	1.2	1.3
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	19.9	22.8	2.5	3.6	3.3
59 EX. 591	MISCELLANEOUS RETAIL STORES ²	10.2	15.8	8.2	5.8	6.0
592	LIQUOR STORES	(D)	13.7	(D)	(D)	1.7
595	SPORTING GOODS STORES, BICYCLE SHOPS	(D)	32.4	(D)	(D)	0.3
597	JEWELRY STORES	(D)	-1.7	1.8	0.7	0.6
5992	FLORISTS	52.1	59.1	0.5	0.6	0.5

Note: Boundaries of the CBD for 1967 are significantly different from 1963 (See CBD maps) markedly affecting comparability of data for these two census years, therefore, percent change data are not shown for CBD.

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ¹Revised.

³Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

²Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL ¹	29.3	24.5
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . .	14.5	9.9
5251	HARDWARE STORES	19.3	15.5
52 EX. 5251	OTHER	13.7	9.1
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	37.5	35.2
531	DEPARTMENT STORES	(D)	38.5
533	VARIETY STORES.	38.7	37.3
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	(D)	8.6
54	FOOD STORES	1.3	1.0
55 EX. 554	AUTOMOTIVE DEALERS.	60.7	49.6
55 PT. (554)	GASOLINE SERVICE STATIONS	6.1	4.8
56	APPAREL AND ACCESSORY STORES.	48.7	47.5
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	42.5	42.2
562	WOMEN'S READY-TO-WEAR STORES.	(D)	42.6
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	53.8	51.8
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES ³	(D)	46.1
565	FAMILY CLOTHING STORES ³	(D)	(D)
566	SHOE STORES ³	(D)	52.3
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	(D)	44.3
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	23.4	19.4
5712	FURNITURE STORES.	(D)	(D)
OTHER 571	HOME FURNISHINGS STORES	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . .	19.8	17.7
58	EATING AND DRINKING PLACES.	20.1	17.4
5812	EATING PLACES	18.3	16.1
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	29.6	23.1
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	20.6	18.8
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	41.3	33.4
592	LIQUOR STORES	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS	(D)	(D)
597	JEWELRY STORES.	82.3	80.4
5992	FLORISTS.	24.0	21.2

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ^rRevised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.
³1967 data limited to "employer" establishments.
⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district	Major retail centers (see descriptions below)	
				No. 1	No. 2
	RETAIL STORES, TOTAL: ¹				
	NUMBER	2 178	319	54	26
	SALES \$1,000. . .	527 041	129 045	47 243	17 465
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER	839	129	10	11
	SALES \$1,000. . .	175 024	11 095	3 594	4 689
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²				
	NUMBER	359	79	28	3
	SALES \$1,000. . .	154 560	54 114	41 091	8 883
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER	980	111	16	12
	SALES \$1,000. . .	197 457	63 836	2 558	3 893
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL ¹	2 178	319	54	26
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS	125	8	1	2
5251	HARDWARE STORES	42	3	-	1
52 EX. 5251	OTHER	83	5	1	1
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	77	14	7	3
531	DEPARTMENT STORES	12	3	2	3
533	VARIETY STORES.	21	4	1	-
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	44	7	4	-
54	FOOD STORES	233	11	4	2
55 EX. 554	AUTOMOTIVE DEALERS.	140	27	4	4
55 PT. (554)	GASOLINE SERVICE STATIONS	358	15	4	5
56	APPAREL AND ACCESSORY STORES.	132	45	17	-
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	48	13	7	-
562	WOMEN'S READY-TO-WEAR STORES.	39	10	6	-
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	84	32	10	-
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	150	20	4	-
5712	FURNITURE STORES.	33	4	-	-
OTHER 571	HOME FURNISHING STORES.	32	1	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	85	15	4	-
58	EATING AND DRINKING PLACES.	527	106	5	8
5812	EATING PLACES	361	68	4	7
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	166	38	1	1
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	79	12	1	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	357	61	7	1
592	LIQUOR STORES	10	4	-	1
595	SPORTING GOODS STORES, BICYCLE SHOPS.	28	2	-	-
597	JEWELRY STORES.	20	9	2	-
5992	FLORISTS.	28	6	-	-

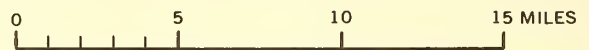
Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ^rRevised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.
³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1. Includes the planned center known as "Merle Hay Plaza" and establishments in the 3700-4100 blocks of Merle Hay Rd. and on Douglas Rd. from 57th St. to 61st St. (Des Moines) Tract: 8

MRC No. 2. Includes the planned center known as "Eastgate Shopping Center" and establishments on E. Euclid Ave. and Douglas Ave. from E. 14th St. to E. 16th St. and on E. 14th St. from Euclid Ave. to Fleming Ave. (Des Moines)

DUBUQUE, IOWA

Standard Metropolitan Statistical Area



DUBUQUE, IOWA

City and Major Retail Centers

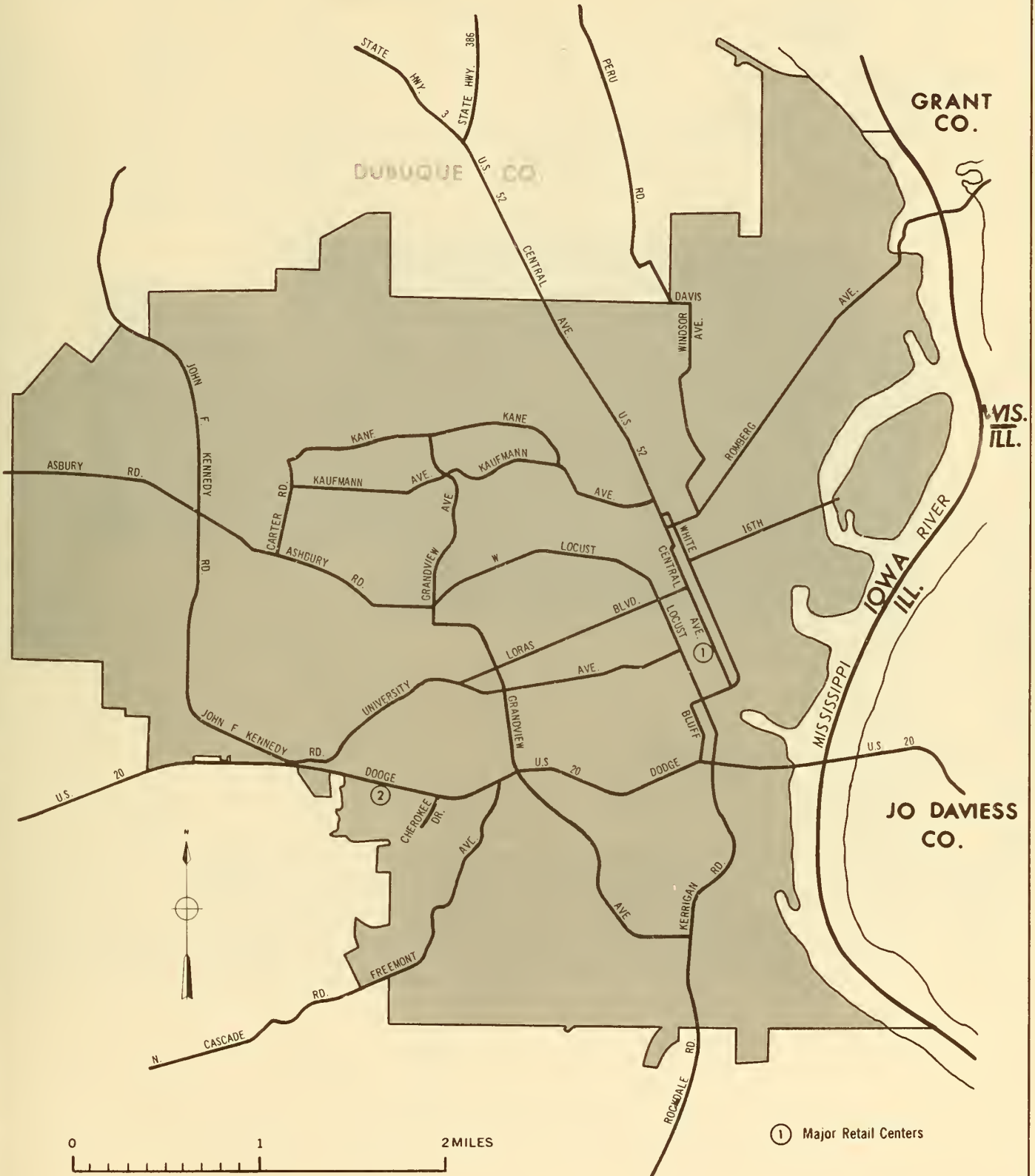


TABLE 1. Major Retail Centers in the SMSA: 1967

DUBUQUE SMSA—Coextensive with Dubuque County, Iowa

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)	
			No. 1	No. 2
	RETAIL STORES, TOTAL: ¹			
	NUMBER	755	202	15
	SALES \$1,000. . .	147 055	50 290	9 900
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER	334	76	5
	SALES \$1,000. . .	44 648	8 771	(D)
53 PT.56,57	SHOPPING GOODS STORES (GAF): ²			
	NUMBER	100	53	6
	SALES \$1,000. . .	39 078	23 393	(D)
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER	321	73	4
	SALES \$1,000. . .	63 329	18 126	487
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	755	202	15
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS.	54	9	-
5251	HARDWARE STORES	17	2	-
52 EX. 5251	OTHER	37	7	-
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	21	7	3
531	DEPARTMENT STORES	6	4	1
533	VARIETY STORES.	3	2	-
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	12	1	2
54	FOOD STORES	96	13	2
55 EX. 554	AUTOMOTIVE DEALERS.	45	14	-
55 PT.(554)	GASOLINE SERVICE STATIONS	90	16	2
56	APPAREL AND ACCESSORY STORES.	36	24	-
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	13	7	-
562	WOMEN'S READY-TO-WEAR STORES.	5	2	-
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	23	17	-
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	43	22	3
5712	FURNITURE STORES.	7	3	-
OTHER 571	HOME FURNISHING STORES.	13	10	1
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES.	23	9	2
58	EATING AND DRINKING PLACES.	217	56	2
5812	EATING PLACES	113	28	1
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	104	28	1
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	21	7	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	132	34	2
592	LIQUOR STORES	8	2	-
595	SPORTING GOODS STORES, BICYCLE SHOPS.	8	5	-
597	JEWELRY STORES.	10	6	-
5992	FLORISTS.	4	-	-

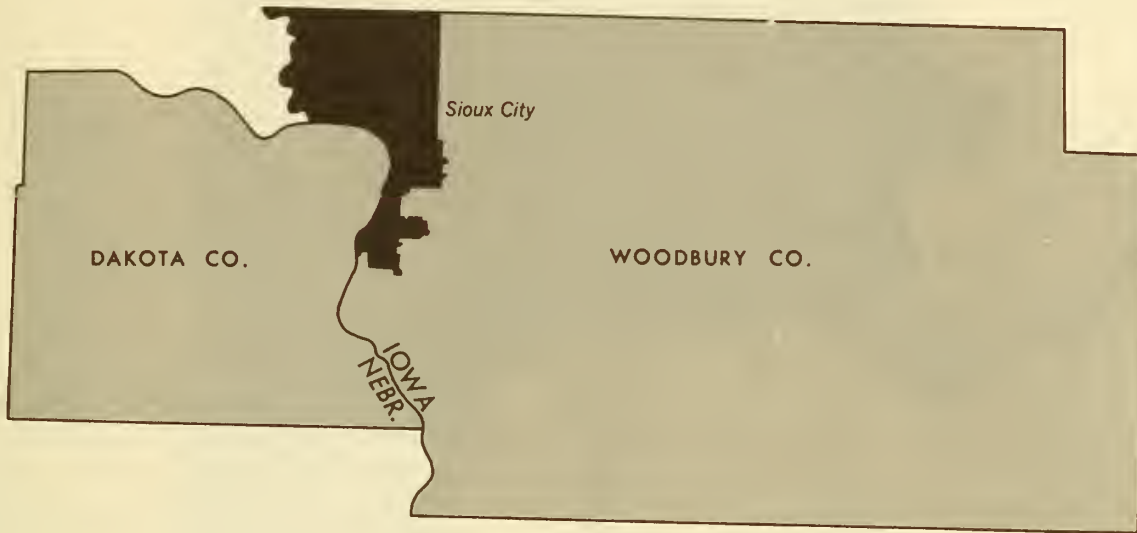
Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ^FRevised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.
³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1. Includes the establishments in the area bounded by: 17th, White, C.M. St., P. and P.R.R., First, Locust, Dodge, East boundary line of Mercy Hospital and St. Dominic Villa, St. Marys, 3rd, Bluff, 8th, 9th, and Bluff, Locust. (Dubuque City) Tract: 1

MRC No. 2. Includes the planned center known as "Plaza 20 Shopping Center" at the intersection of Dodge (Hwy. 20) and Devon Dr. (Dubuque)

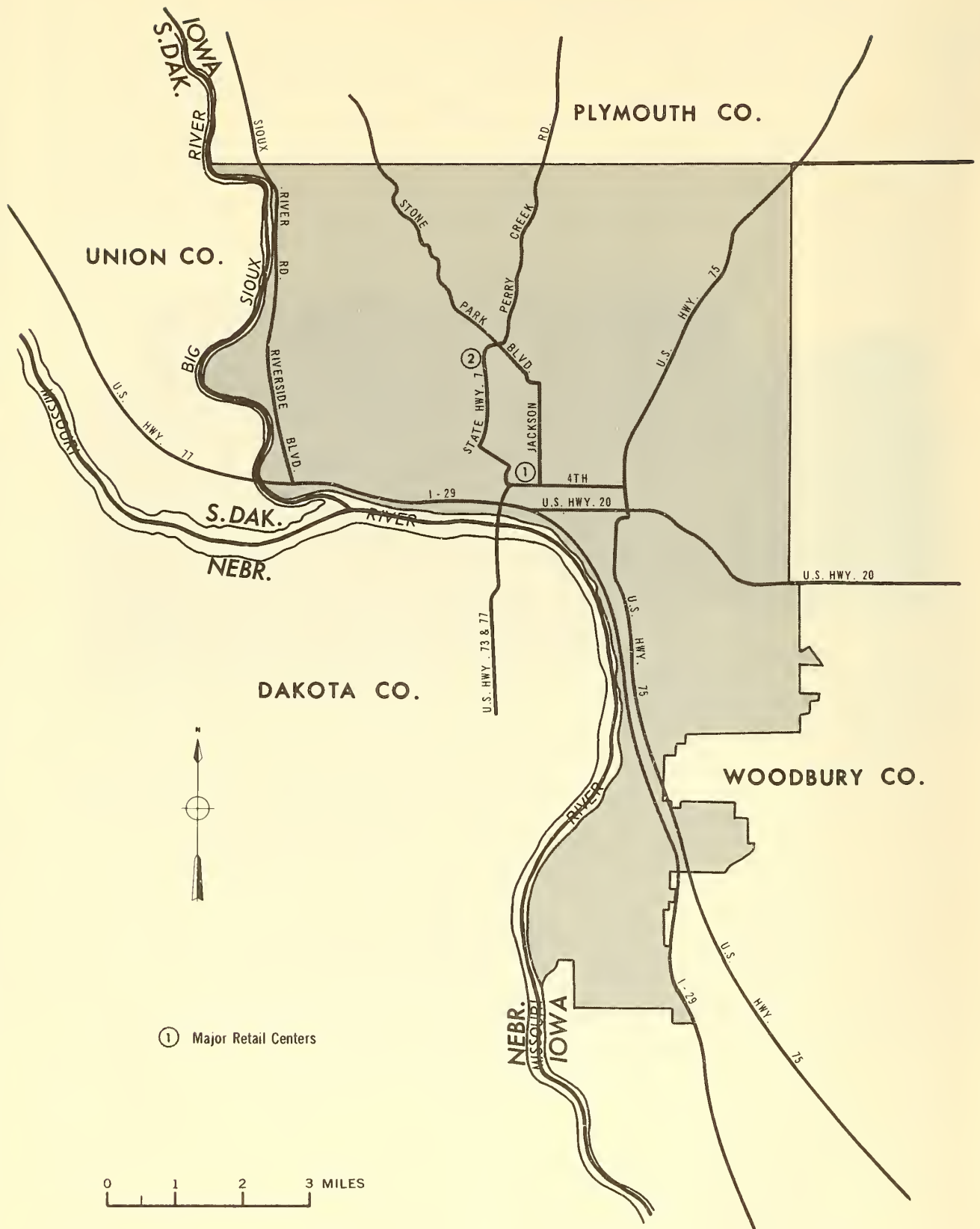
SIoux CITY, IOWA-NEBR.

Standard Metropolitan Statistical Area



SIoux CITY, IOWA-NEBR.

City and Major Retail Centers



U.S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

TABLE 1. Major Retail Centers in the SMSA: 1967

SIoux CITY, IOWA--NEBR., SMSA—Consists of Woodbury County, Iowa, and Dakota County, Nebr.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)	
			No. 1	No. 2
	RETAIL STORES, TOTAL: ¹			
	NUMBER	1 092	236	17
	SALES \$1,000.	229 751	90 664	9 666
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER	424	80	6
	SALES \$1,000.	73 944	15 687	3 003
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²			
	NUMBER	144	64	7
	SALES \$1,000.	63 310	38 472	6 353
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER	524	92	4
	SALES \$1,000.	92 497	36 305	310
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	1 092	236	17
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS	86	10	1
5251	HARDWARE STORES	23	2	1
52 EX. 5251	OTHER	63	6	-
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	42	11	2
531	DEPARTMENT STORES	6	5	1
533	VARIETY STORES	16	2	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	20	4	-
54	FOOD STORES	129	12	1
55 EX. 554	AUTOMOTIVE DEALERS	70	20	-
55 PT. (554)	GASOLINE SERVICE STATIONS	180	17	1
56	APPAREL AND ACCESSORY STORES	52	36	4
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	16	9	2
562	WOMEN'S READY-TO-WEAR STORES	9	7	1
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	36	25	2
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	50	17	1
5712	FURNITURE STORES	9	1	-
OTHER 571	HOME FURNISHING STORES	12	5	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	29	11	1
58	EATING AND DRINKING PLACES	264	59	4
5812	EATING PLACES	170	32	3
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	94	27	1
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	31	9	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	168	45	2
592	LIQUOR STORES	16	2	-
595	SPORTING GOODS STORES, BICYCLE SHOPS	11	3	1
597	JEWELRY STORES	12	5	1
5992	FLORISTS	10	2	-

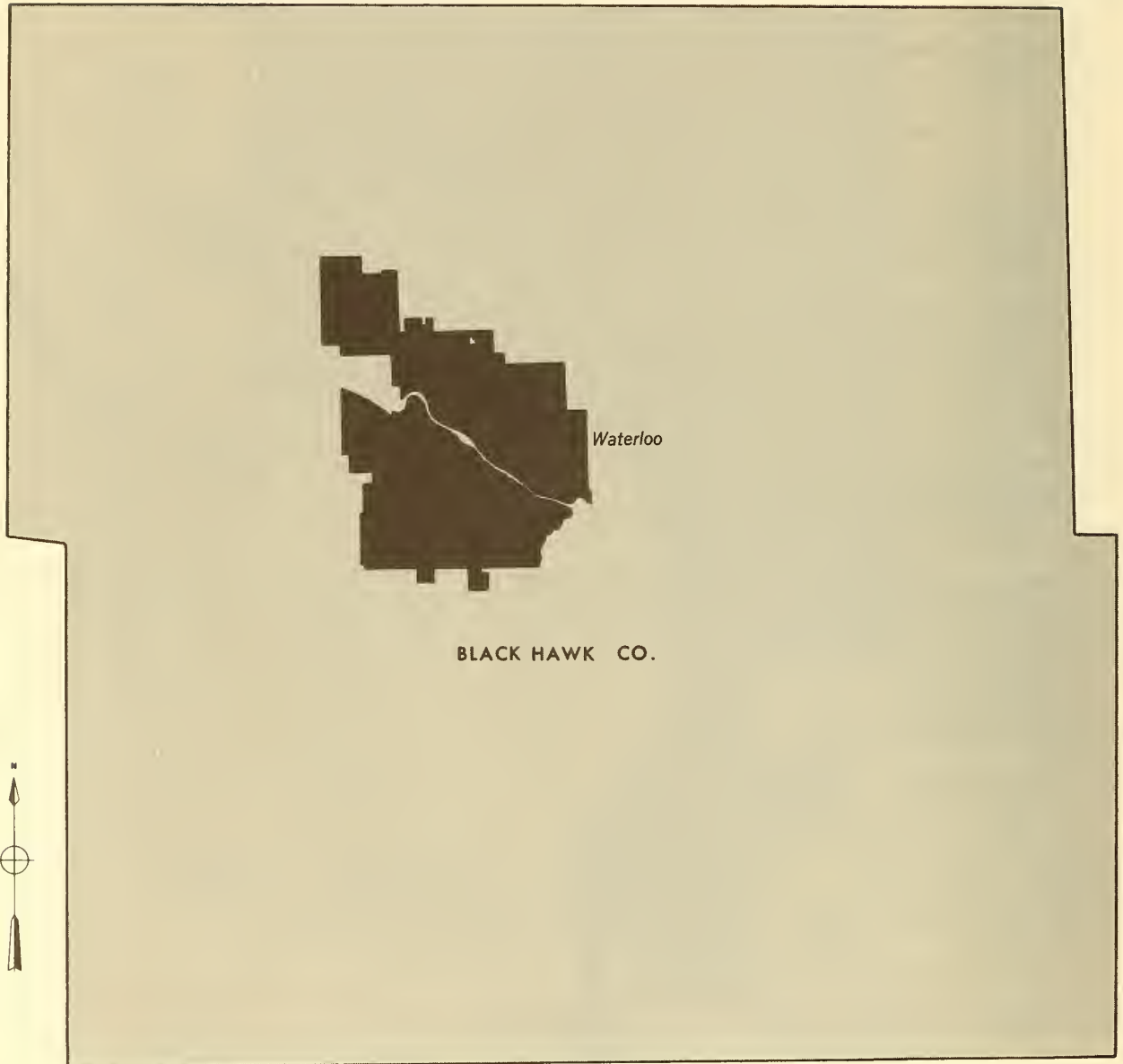
Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. [†]Revised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.
³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1. Includes the establishments in the area bounded by: 11th, Court, S. Court, City limits (Missouri River), Bridge Way, Wesley Way, W. 3rd, Bluff, and Summit. (Sioux City) Tract: 16

MRC No. 2. Includes the planned center known as "Sunset Plaza," and establishments on Hamilton Blvd. from W. 28th St. to Ridgeview; and on N. 28th St. from Perry Creek to Hamilton Dr. (Sioux City)

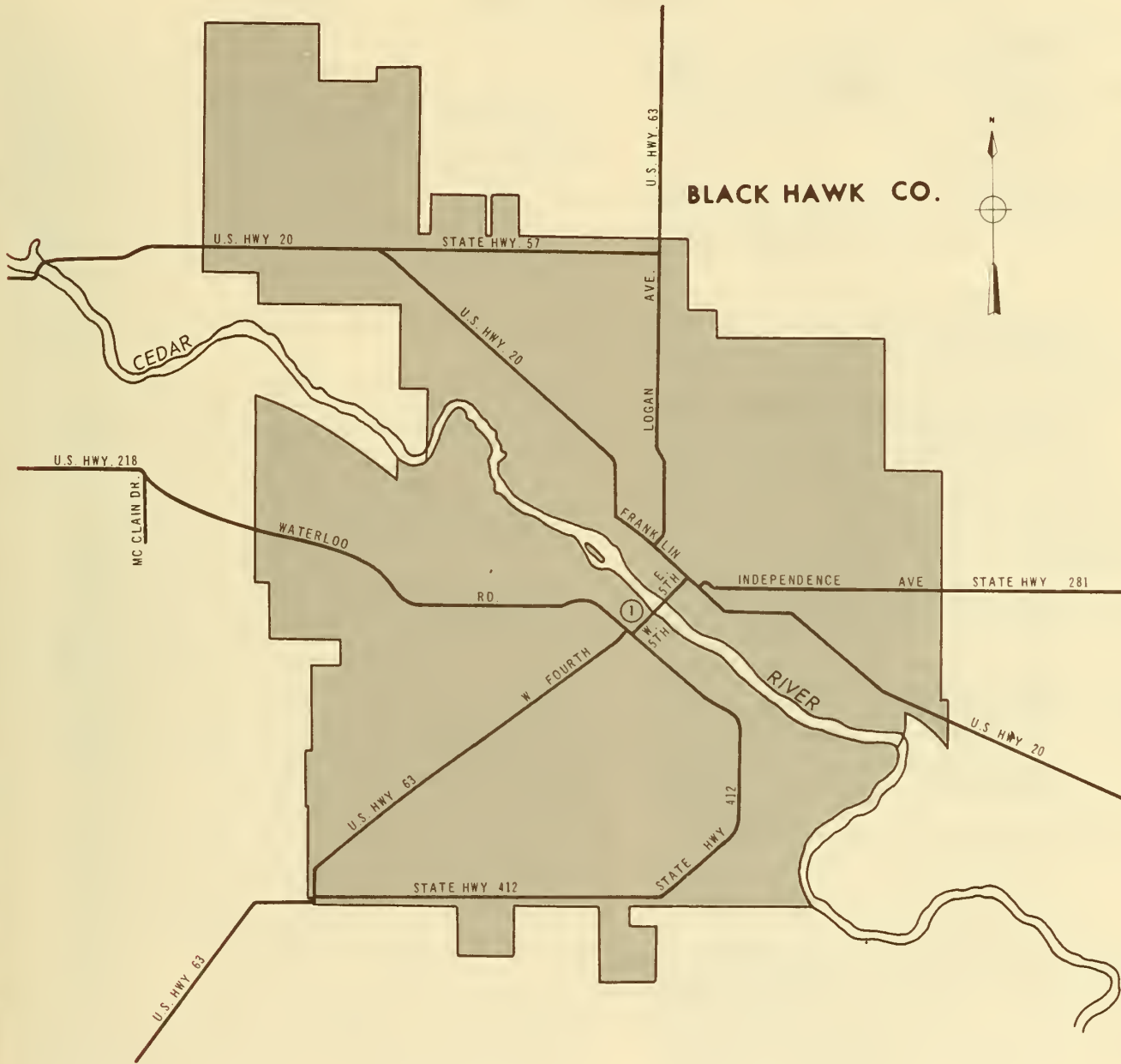
WATERLOO, IOWA

Standard Metropolitan Statistical Area



WATERLOO, IOWA

City and Major Retail Centers



① Major Retail Centers

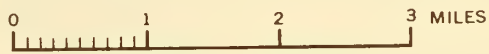


TABLE 1. Major Retail Centers in the SMSA: 1967

WATERLOO SMSA—Coextensive with Black Hawk County, Iowa

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)	
			No. 1	
	RETAIL STORES, TOTAL: ¹			
	NUMBER	1 032		166
	SALES. \$1,000.	220 698		53 723
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER	372		47
	SALES. \$1,000.	66 792		6 235
53 PT. 56, 57	SHOPPING GOOOS STORES (GAF): ²			
	NUMBER	173		53
	SALES. \$1,000.	56 651		32 884
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER	487		66
	SALES. \$1,000.	97 255		14 604
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	1 032		166
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	78		5
5251	HAROWARE STORES.	23		1
52 EX. 5251	OTHER.	55		4
53 PART	GENERAL MERCHANOISE GROUP STORES ¹	41		8
531	DEPARTMENT STORES.	7		4
533	VARIETY STORES	12		2
539	MISCELLANEOUS GENERAL MERCHANOISE STORES	22		2
54	FOOO STORES.	115		5
55 EX. 554	AUTOMOTIVE DEALERS	70		10
55 PT. (554)	GASOLINE SERVICE STATIONS.	137		6
56	APPAREL AND ACCESSORY STORES	67		35
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	31		18
562	WOMEN'S REAOY-TO-WEAR STORES	20		13
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	36		17
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	65		10
5712	FURNITURE STORES	15		2
OTHER 571	HOME FURNISHING STORES	13		1
572, 573	HOUSEHOLO APPLIANCE, RAOIO, TV, MUSIC STORES	37		7
58	EATING AND ORINKING PLACES	227		34
5812	EATING PLACES.	146		19
5813	ORINKING PLACES (ALCOHOLIC BEVERAGES).	81		15
59 EX. (591)	DRUG STORES AND PROPRIETARY STORES	30		8
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	202		45
592	LIQUOR STORES.	9		1
595	SPORTING GOOOS STORES, BICYCLE SHOPS	20		4
597	JEWELRY STORES	23		15
5992	FLORISTS	10		3

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. Revised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.
³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1. Includes the establishments in the area bounded by: Cedar River, E. Park Ave., Walnut, C.G.W. Rwy., W. 6th, Washington, and W. Mullan Ave. (Waterloo city) Tract: 1

Appendix

GENERAL EXPLANATION

CENSUS COVERAGE

Method of Coverage—Effective with the 1967 Census of Business, a major shift in the method of compiling data was introduced. In the 1954, 1958, and 1963 Censuses data for all "employer" establishments (those which had some paid employment during the census year) were obtained through a mail canvass. Information for "nonemployers" was obtained from Federal income tax records.

In the 1967 Census of Business, retail firms were divided into two categories—the "mail universe" and the "nonmail" universe. The coverage of each component and the method of obtaining census information for these two groups are described below.

1. The "nonmail" universe—This group consists of firms which were not required to file a regular census return and includes the following categories:

a. All "nonemployers"—Consists of all firms with no paid employment during 1967. Sales information for these firms was obtained from 1967 Federal income tax records. Although made up of a large number of firms, the nonemployer segment accounts for only about 5 percent of total retail sales. (See "Comparison of the 1963 Census With the 1967 Census," item 4, on the next page.)

In the 1967 Census, data for all nonemployer establishments were compiled from tax records. In the 1963 Census, data were compiled from only one-half of the nonemployer tax returns and were multiplied by 2 to establish census totals.

The census included only those retail nonemployer firms which reported as a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. This treatment is the same as in the 1963 Census.

b. Selected "small employers"—"Employers" consist of all business firms in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" consist basically of all those single unit firms with payroll below a specified cutoff (except for a 10-percent sample of these which were included in the "mail" universe). The cutoff varied by kind of business and was designed, in most cases, to limit the "nonmail" group to establishments which would account for approximately 20 percent of total sales in each kind of business. The "number-of-employee" equivalent of the payroll cutoff generally was in the range of one to three employees.

Data on sales, payroll, and employment for "under cutoff" employer firms were obtained from the administrative records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA).

2. The "mail" universe—Information for firms in this group was obtained basically by means of a mail canvass. However, information on first quarter payroll and mid-March employment for single-unit employers (section b below) was obtained from IRS and SSA records. The "mail" universe includes the following categories:

a. Firms in the census precavass—The census precavass operation was basically designed to identify firms which operated units at more than one location.

Firms which were included in the precavass were drawn primarily from 1963 Census records of multiunit firms and large employers. Miscellaneous categories of organizations (e.g., cooperative associations; State, county, and municipal liquor stores; and retail stores of utility companies) were also included in the precavass.

b. Firms not in the census precavass—Other firms included in the "mail" universe consist of the following categories:

- (1) The 10 percent of "small employer" firms referred to in section 1-b above.
- (2) Other employers than those covered by section 1-b or 2-a above.

Comparison of the 1963 Census with the 1967 Census—Except for the method of coverage described above, the 1963 and 1967 censuses were conducted under similar conditions and procedures. Strict comparability of the data for the two censuses is limited by the following factors:

1. **Classification**—For both 1963 and 1967, nonemployer firms were classified on the basis of information supplied on the Federal income tax returns. However, the 1967 classifications for "nonemployer" firms were coded in less detail than in 1963. Therefore, 1967 data for the combination of "employer" and "nonemployer" establishments are presented in less kind-of-business detail than was the case in 1963. Data for employer establishments, however, are shown in full detail.

For 1963, nonemployer firms were classified by IRS personnel with technical assistance of Census Bureau personnel. For 1967, classification of these firms was performed by personnel of the IRS through use of a coded listing of the kinds of business which were to be separately identified. While the technique of classification was substantially the same and was based on the firm's description of its principal business activity, greater use was made in 1967 of "basket" classifications (e.g., miscellaneous food stores).

The 1967 Census classification for the small employer firms (see coverage of employers above) which were not mailed the Census report form was based on the following:

- a. If the firm had been in business in 1963, the kind-of-business classification which had been assigned in that census was used.
- b. If the firm was a "birth" since 1963, the SSA classification was used if it corresponded to a census classification.
- c. If an adequate kind-of-business classification could not be assigned under the procedure outlined in a. and b. above, the firm was mailed a brief inquiry requesting information needed to assign such a classification.
- d. If these three procedures proved inadequate, the firm's description of its principal business activity as entered on its IRS business tax return was used.

The 1967 Census classification for establishments in the mail universe (section 2 above) was assigned on the basis of answers to questions on sales by merchandise lines and other special inquiries.

In addition to differences in classification based on the method of enumeration, some changes were made in the 1967 Census in the individual kind-of-business classifications which are detailed in the "Kind-of-Business Classifications" section below. The kinds of business involving significant changes are building materials dealers, optical goods stores, and refreshment places. These changes importantly limit the comparability of the 1967 Census data for these kinds of business with those for the previous census.

2. **Areas**—The physical area of a number of urban places for which data are shown in the 1967 Census is not the same as it was in the 1963 Census because of annexations and other boundary changes which occurred since 1963.

3. **Active proprietors**—In the 1963 Census, the number of active proprietors of unincorporated businesses was computed by crediting sole proprietorships with one proprietor and partnerships with two

proprietors for each establishment in business during the week of November 15. In this report, the count of active proprietors is based on crediting each sole proprietorship with one active proprietor and each partnership with two active proprietors for the following types of firms, including multiunit firms:

- a. All "employer" firms which had a first quarter 1967 payroll.
- b. All "nonemployer" firms in business the full year.
- c. Every second "nonemployer" firm not in business the full year.

4. Coverage of nonemployers—Although a comparison of data for nonemployer firms from the 1963 and 1967 Censuses seems to indicate that there was an increase in the number of such firms and that they accounted for approximately as large a proportion of total retail sales volume in 1967 as in 1963, these conclusions are subject to the following limitations:

The combination of (1) the census processing cutoff occurring before the completion of the flow of tax forms from which the census nonemployer data were derived and (2) other processing omissions is estimated to have led to a loss of about 50,000 nonemployer firms, accounting for about one-half of 1 percent of retail sales volume in 1963. This estimate, which is based on a study of a sample of tax forms made after the 1963 Census results were compiled, reflects a more substantial census omission than previously had been estimated. Because of a later processing date for the 1967 Census, omissions from this census are believed negligible. Both censuses probably omitted a small number of nonemployers (accounting for a negligible sales volume) because the tax form kind-of-business description was inadequate to indicate they conducted an inscope kind of business.

As noted in section 1-a under "Method of Coverage" above, only those retail nonemployer establishments were included in the census which reported a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. While these are the same rules used in the 1963 Census, a modification to reflect price changes probably would have resulted in the exclusion of several thousand additional marginal firms.

5. Payroll—In 1963 the inclusion in payroll of gratuities received by employees from patrons was not requested. In 1967, both in the case of payroll reported to the Internal Revenue Service and payrolls reported to the Census Bureau, businesses were requested to include in payroll the amount of tips and gratuities which were reported to employers as received by employees from patrons.

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. An establishment is not necessarily identical with the "company" or "enterprise" which may consist of one or more establishments. Census of Business figures represent a summary of reports for individual establishments rather than companies. For businesses which were mailed a census form, separate information was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and where conditions prescribed by the Standard Industrial Classification (SIC) Manual¹ for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the census.

In the case of leased departments (separately owned businesses operated as departments of a retail business under another ownership such as a separately owned shoe department in a department store),

¹ Executive Office of the President, Bureau of the Budget, Standard Industrial Classification Manual, 1967.

only a single establishment combining leased departments with the retail establishment in which they are located is recognized for 1967 Census purposes.

Sales—Sales include merchandise sold and receipts from repairs and from other services to customers whether or not payment was received in 1967. Sales are net of deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include local and State sales taxes and Federal excise taxes collected by the store directly from customers and paid directly by the store to a local, State, or Federal tax agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer are also included.

Sales do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year. Data for nonemployer establishments are included in the tables if they operated at an annual sales volume rate of \$2,500 or more; however, data for part year nonemployers have not been projected to a full year's operation.

Payroll, entire year—Payroll includes all forms of compensation such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (such as free meals and lodgings) paid during the year to all employees. Tips and gratuities received by employees from patrons which are reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include compensation of proprietors or of partners. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for purposes of reporting on Form 941.

Paid employees for the pay period including March 12, 1967—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1967. Included are employees on paid sick leave, paid holidays, and paid vacations. Proprietors and partners of unincorporated businesses are not included. The definition of paid employees is the same as used in reporting on IRS Form 941.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, as defined in major groups 52 through 59 of the 1967 edition of the SIC Manual, includes establishments primarily engaged in selling merchandise to customers for personal, household, or farm use. Some of the important characteristics of retail trade establishments are: (1) The establishment is engaged in activities to attract the general public to buy; (2) the establishment buys or receives merchandise as well as sells; (3) the establishment may process its products, but such processing is incidental or subordinate to selling; and (4) the establishment is considered "retail" by the trade.

In this report, liquor stores operated by State and local governments, classified in SIC major groups 92 and 93, are also included.

Excluded from retail trade are places of business operated by institutions and open only to members or personnel, such as school cafeterias, restaurants and bars operated by clubs, eating places operated by industrial and commercial enterprises for their own employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

As noted in the introduction, this report does not include data for nonstore retailers (part of SIC major group 53).

Establishments covered by the census were assigned a kind-of-business classification in accordance with the provisions of the 1967 edition of the SIC Manual. However, because in some instances a more detailed classification is required for census purposes than is available in the SIC

Manual, additional kinds of business have been identified within the SIC categories.

It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts or some mixture of commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities or lines of merchandise are characteristic of different kinds of business will be available in the Census of Business report, Merchandise Line Sales, Series BC67—MLS.)

The basis for kind-of-business classification is described above in the sections under "Method of Coverage" and "Comparison of the 1963 Census With the 1967 Census—Classification." Descriptions of those kinds of business for which data are provided follow.

BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS (SIC Major Group 52)

This major group includes establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other equipment and supplies for all types of construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public. Establishments in this group which do not deal in lumber or millwork are classified as retail trade if sales to the general public equal 15 percent or more of total sales and sales to the general public and contractors combined equal 50 percent or more of total sales; otherwise they are classified as wholesale trade.

Establishments which deal in lumber as well as other building materials, whose reported sales of lumber and millwork are 1 percent or more of their total sales and whose sales to the general public amounted to 1 percent or more of total sales, are classified as retail if their sales to the general public and to contractors combined equal 50 percent or more of total sales. In 1963, establishments dealing in lumber and other building materials were classified as "wholesale" if less than 15 percent of their total sales were to the general public.

Hardware stores (SIC 5251)—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint, glass, housewares, household appliances, cutlery, and roofing materials.

GENERAL MERCHANDISE GROUP STORES (SIC Major Group 53, Except "Nonstore Retailers")

This group includes all establishments within SIC major group 53, "General Merchandise," except for "nonstore" establishments (SIC 532, 534, and 535), which for purposes of this publication are separately classified. (See "Nonstore Retailers" below.) This major group includes establishments which sell several lines of merchandise such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

For establishments classified as department stores in 1963, sales of any one of the above merchandise lines cannot exceed 85 percent of

total sales; for establishments included in classifications other than department stores in 1963, sales of any one of these lines cannot exceed 75 percent of total sales; for all other establishments to qualify as department stores, sales of each of the lines listed above must be less than 80 percent of total sales.

An establishment with total sales of \$5 million or more is classified as a department store even if sales of one of the merchandise lines described above exceeds the maximum percent of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety stores (SIC 533)—Establishments primarily selling a variety of merchandise in the low and popular price ranges such as stationery, apparel and accessories, housewares, toys, toilet articles, hardware, and confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of stores in this category is primarily based on self-designation by the store operators. In the 1963 Census of Business this industry was titled "limited price variety stores."

FOOD STORES (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58) and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores" (SIC 592).

AUTOMOTIVE DEALERS (SIC Major Group 55, Except 554)

This group includes establishments which sell new and used automobiles and new parts and accessories, aircraft and marine dealers, and mobile home dealers. Establishments dealing exclusively in used parts are classified in SIC 5933, "Secondhand stores," Automotive distributors whose sales are primarily to dealers, and establishments primarily engaged in selling trucks and motorized industrial equipment are included in the Wholesale Trade portion of the Census of Business.

GASOLINE SERVICE STATIONS (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from sale of gasoline and oil are included.

APPAREL AND ACCESSORY STORES (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are establishments which meet the criteria for department stores (SIC 531) or general merchandise stores (part of SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

Women's clothing, specialty stores; furriers (SIC 562, 563, and 568)—Comprises the following industries:

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of total sales, (2) sales

of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, coats and suits, and furs are two or more times greater than sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567).

Women's accessory and specialty stores (SIC 563)—Establishments primarily selling a specialized line of women's and girls' apparel items (such as sportswear, beachwear, blouses, and hosiery) and women's accessories and specialties, such as millinery (ready to wear and custom made), foundation garments, lingerie, gloves, and handbags. Included in this industry are establishments which meet the definition for women's ready-to-wear stores except that receipts from sales of dresses, coats, suits, and furs are not twice as much or more than sales of other women's and girls' apparel. Establishments which sell men's and boys' apparel in combination with women's and girls' apparel may be classified as "Family clothing stores" (SIC 565) under conditions specified in the definition for that kind of business.

Furriers and fur shops (SIC 568)—Establishments primarily selling furs and fur garments. Establishments primarily engaged in selling fur garments made on their own premises to individual order are also included.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567).

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566)—Establishments primarily selling any one line or a combination of the lines of men's, women's, and children's footwear.

Apparel and accessory stores, n.e.c. (SIC 564, 567, and 569)—Comprises the following industries:

Children's and infants' wear stores (SIC 564)—Establishments primarily selling children's and infants' clothing, furnishings, and accessories.

Custom tailors (SIC 567)—Establishments primarily selling men's and women's outer garments such as suits, overcoats, uniforms, dresses, etc., made on their own premises to customer order. Establishments primarily selling furs and fur apparel are classified as "Furriers and fur shops" (SIC 568).

Miscellaneous apparel and accessory stores (SIC 569)—Establishments primarily selling specialized lines of apparel and accessories not elsewhere classified.

FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware,

domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. (Establishments selling household appliances, record players, and radio and TV sets, are also included if receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.)

Home furnishings stores (SIC 571, except 5712)—Establishments primarily selling floor coverings; curtains, draperies, and upholstery materials; china, glassware, and metalware; lamps and lampshades; blinds and window shades; picture frames and mirrors; etc.

Household appliance, radio-TV, music stores (SIC 572 and 573)—Comprises the following industries:

Household appliance stores (SIC 572)—Establishments primarily selling electric and gas household appliances such as washers, dryers, refrigerators, stoves, freezers, vacuum cleaners, electric irons, percolators, hot plates, dehumidifiers, self-contained room air conditioners, and other household appliances. Some public utility companies operate establishments primarily engaged in the sale of electric and gas appliances for household use. Such establishments are also included in this classification. Also included are establishments selling furniture, sleep equipment, phonographs, radio and TV sets, provided the receipts from the sales of household appliances exceed those of other merchandise.

Radio and television stores (SIC 5732)—Establishments primarily selling radios, television sets, record players, tape recorders, and other sound reproducing equipment. Installation may be performed incidental to the sale of these items.

Establishments which also sell furniture, sleep equipment, and household appliances are included provided the receipts from sales of radios, television sets, phonographs, and tape recorders exceed those of other merchandise. Radio and television repair shops are classified in SIC 7622 and are included in the Selected Services portion of the Census of Business.

Record shops (part of SIC 5733)—Establishments primarily selling phonograph records and albums. Related merchandise is also frequently sold in these stores.

Musical instrument stores (part of SIC 5733)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies may also be sold in these stores.

EATING AND DRINKING PLACES (SIC Major Group 58)

This major group includes establishments primarily selling prepared foods and drinks for consumption on or near the premises; and lunch counters and refreshment stands selling prepared foods and drinks for immediate or "take-home" consumption. Also included are caterers who sell prepared foods which are served elsewhere than at their place of business and in-plant food contractors. Eating and drinking places operated as leased concessions in theaters, hotels, motels, and places of amusement are included here. Candy and popcorn stands located in theaters are, however, included in SIC 54 as "Food Stores."

Eating places (SIC 5812)—Comprises the following industries:

Restaurants, lunchrooms, caterers—Establishments primarily selling prepared food and drink for consumption either on the premises or at a place designated by the customer. Establishments calling themselves caterers but not selling prepared foods as part of their business activity are not included in this category.

Establishments in which sales of alcoholic beverages for consumption on the premises exceed receipts from sales of prepared foods

and nonalcoholic beverages are classified as "Drinking places" (SIC 5813). Counter or table service may be provided at establishments calling themselves restaurants or lunchrooms.

Cafeterias—Establishments primarily selling prepared foods and drinks for consumption on the premises. In these establishments the customers serve themselves.

Refreshment places—Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as frozen custard, pizza, barbequed chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

In the 1963 Census of Business, ice cream, frozen custard, soft ice cream, and similar refreshment items sold from trucks were included in this classification. In the 1967 Census of Business, these establishments are classified as "Direct selling (house-to-house canvass) establishments" (SIC 5351) in the "Nonstore Retailers" group and are not included in this series of reports.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily selling drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from sales of alcoholic beverages exceed receipts from sales of food.

DRUG STORES AND PROPRIETARY STORES (SIC 591)

Drug stores (part of SIC 591)—Establishments selling prescriptions, proprietary drugs, patent medicines, and other health and first-aid products. Usually these establishments also sell a variety of other merchandise such as cosmetics, toiletries, candy, tobacco products, magazines, and toys.

MISCELLANEOUS RETAIL STORES (SIC Major Group 59, Except 591)

This major group includes retail stores not elsewhere classified. In the 1963 Census of Business this group was called "Other retail stores."

Liquor stores (SIC 592), also government-operated liquor stores (part of major groups 92 and 93)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Sporting goods stores; bicycle shops (SIC 595)—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and

other sports; and gymnasium and playground equipment. Also, establishments primarily selling bicycle and bicycle parts and accessories.

Jewelry stores (SIC 597)—Establishments primarily selling any combination of the lines of jewelry such as diamonds and other precious stones mounted in precious metals as rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992)—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business unless receipts are primarily from sales of products not grown on the premises.

In addition to the kinds of business described above, for which data are shown separately in this report, this group includes other retail stores, such as antique and secondhand stores; hay, grain, feed, and other farm supply stores; garden supply stores; coal, wood, ice, fuel oil, and liquefied petroleum gas dealers; cigar stores, stands; newsdealers, newsstands; gift, novelty, souvenir shops; optical goods stores; typewriter stores; luggage, leather goods stores; hobby, toy, game shops; religious goods stores; pet shops; and other establishments selling specialized lines of merchandise, such as collectors' items and supplies, artists' supplies, and other lines not elsewhere classified. Although data for these establishments are not shown separately, they are included in the group total.

NONSTORE RETAILERS (Part of SIC Major Group 53)

The establishments primarily engaged in these activities are not included in this series of reports of the 1967 Census of Business but are included in all other retail trade publications of the census. Included in this classification are mail-order houses, merchandise vending machine operators, and direct selling (house-to-house) organizations. In this census, the sales made at catalog sales desks in retail stores were tabulated as part of the stores' sales rather than as a part of the sales of mail-order houses, as had been done in the earlier censuses.

SPECIAL TABULATIONS

Special tabulations of data collected in the 1967 Census of Business may be obtained on computer tape, on punch cards, or in tabular form. The data provided in such special tabulations will be in summary form and will be subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis and the request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to: Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

THE NATIONAL ECONOMIC GOAL

Sustained maximum growth in a free market economy, without inflation, under conditions of full employment and equal opportunity

THE DEPARTMENT OF COMMERCE

The historic mission of the Department is "to foster, promote and develop the foreign and domestic commerce" of the United States. This has evolved, as a result of legislative and administrative additions, to encompass broadly the responsibility to foster, serve and promote the nation's economic development and technological advancement. The Department seeks to fulfill this mission through these activities:



MISSION AND FUNCTIONS OF THE DEPARTMENT OF COMMERCE

"to foster, serve and promote the nation's economic development and technological advancement"

Participating with other government agencies in the creation of national policy, through the President's Cabinet and its subdivisions.

- Cabinet Committee on Economic Policy
- Urban Affairs Council
- Environmental Quality Council

Promoting progressive business policies and growth.

- Business and Defense Services Administration
- Office of Field Services

Assisting states, communities and individuals toward economic progress.

- Economic Development Administration
- Regional Planning Commissions
- Office of Minority Business Enterprise

Strengthening the international economic position of the United States.

- Bureau of International Commerce
- Office of Foreign Commercial Services
- Office of Foreign Direct Investments
- United States Travel Service
- Maritime Administration

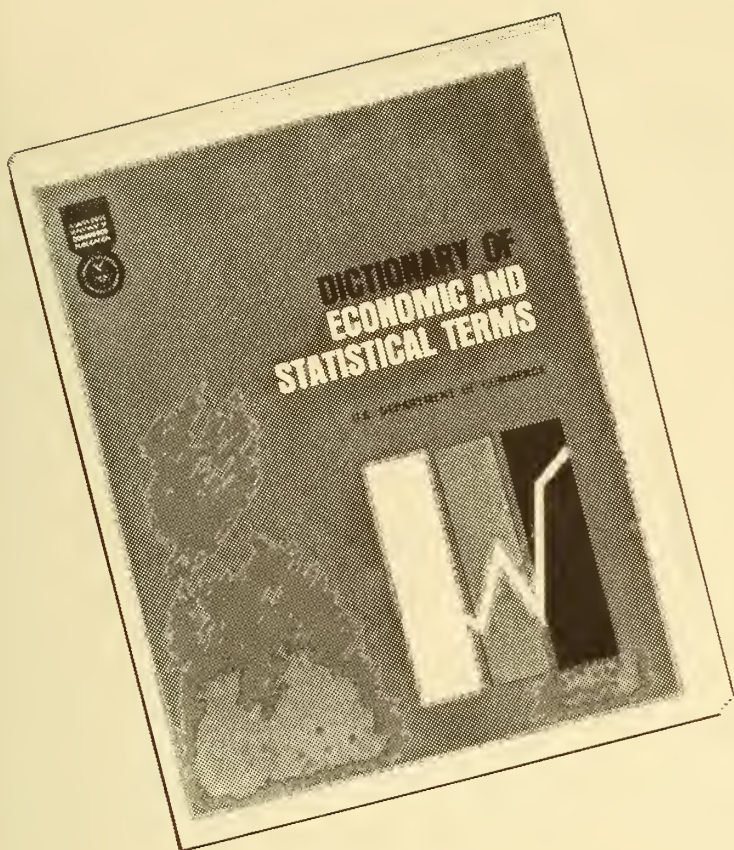
Assuring effective use and growth of the nation's scientific and technical resources.

- Environmental Science Services Administration
- Patent Office
- National Bureau of Standards
- Office of Telecommunications
- Office of State Technical Services

Acquiring, analyzing and disseminating information concerning the nation and the economy to help achieve increased social and economic benefit.

- Bureau of the Census
- Office of Business Economics

NOTE: This schematic is neither an organization chart nor a program outline for budget purposes. It is a general statement of the Department's mission in relation to the national goal of economic development.



ANNOUNCING

DICTIONARY OF ECONOMIC AND STATISTICAL TERMS

This Dictionary of Economic and Statistical Terms was prepared as an aid to understanding and using the publications and press releases of the Bureau of the Census and the Office of Business Economics in the Department of Commerce.

It is designed to serve both as a convenient reference for those who are already familiar with the concepts and terms used in the publications of these agencies, and as an introductory manual for those with a limited background in economic statistics. Special effort has been made to avoid technical language whenever this could be done without sacrificing accuracy.

The Dictionary is divided into four parts:

Part I: The National Income and Product Accounts

Part II: The Balance of Payments Accounts

Part III: Economic and Statistical Indicators used in Business Conditions Digest

Part IV: Economic and Statistical Terms

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